



**ASSESSMENT OF POLICY FORMULATION AND ITS
IMPLEMENTATION TO CONTROL ALCOHOL
ADVERTISING BAN IN ETHIOPIA**

**PREPARED BY: -
TESFALEM GEREMEW**

A THESIS SUBMITTED TO THE DEPARTMENT OF PUBLIC ADMINISTRATION AND
DEVELOPMENT MANAGEMENT ADDIS ABABA UNIVERSITY IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF MASTERS IN DEVELOPMENT
MANAGEMENT

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**ADDIS ABABA UNIVERSITY COLLEGE OF BUSINESS AND
ECONOMICS DEPARTMENT OF PUBLIC ADMINISTRATION AND
DEVELOPMENT MANAGEMENT MASTERS OF DEVELOPMENT
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THESIS ADVISOR: - ELIAS BERHANU (PhD)

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APPROVED BY BOARD OF EXAMINERS

_____	_____	_____
ADVISOR	SIGNATURE	DATE
_____	_____	_____
INTERNAL EXAMINER	SIGNATURE	DATE
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DECLARATION

I, **Tesfalem Geremew**, hereby declare that this thesis titled, “**ASSESSMENT OF POLICY FORMULATION AND ITS IMPLEMENTATION TO CONTROL ALCOHOL ADVERTISING BAN IN ETHIOPIA**” is my innovative work. I have carried out the present study independently with the guidance and support of the research advisor, **ELIAS BERHANU (PhD)**. Any other research or academic sources used here in this study have been duly acknowledged. Moreover, this study has not been submitted for the award of any Degree or Diploma Program in this or any other institution.

Declared by;

Tesfalem Geremew

SIGNATURE

DATE

Confirmation by Advisor

ELIAS BERHANU (PhD)

SIGNATURE

DATE

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List of Abbreviation

EBA: Ethiopian Broadcast Authority

WHO: World Health Organization of the United Nations

EPHI: Ethiopian Public Health Institute

EFMHACA: Ethiopian Food, Medicine and Healthcare Administration and Control Authority

MoWCY: Ministry of Women Children and Youth

MWECS: Mathiwal Wondu Ethiopian Cancer Society

KII : Key Informant Interview

NGO: Non-Governmental Organization

MoH: Ministry of health

NCD: Non Communicable Disease

Abstract

It is known that a proclamation has been issued regarding the ban on alcohol advertising in Ethiopia; as a result, all alcohol advertising on television and radio stopped. Accordingly, the purpose of the study was to analyze and investigate policy formulation and its implementation to control the alcohol advertising ban in Ethiopia. The analysis primarily focused on alcohol advertising policies and strategic documents. The research in addition to the policy approach was guided by the theories and models derived from the literature review on alcohol advertising ban policy formulation and implementation to analyze the access to the policy process and level of influence enjoyed by key government and non-government actors. A qualitative approach was used to analyze the research questions in the study. In-depth interviews with key informants, document review, and observation methods of data collection were used and also served to triangulate the data. A purposive sampling method was used to select and undertake in-depth interviews with a total of 20 Key Informants from both the government and NGOs institute that is the Food, Medicine and Health Care Administration and Control Authority of Ethiopia, Ethiopian public health institute, Ministry of Women Children and Youth, Ethiopian Broadcast Authority and Mathios Wondu Ethiopian Cancer Society. Findings, from each of the above-mentioned institutions, have identified their distinct role to play in the Alcohol Advertising Prohibition Proclamation, from Formation to implementation process. This study concluded that confirms the involvement of government bodies and non-governmental organizations and explores the policy processes that need to be considered in order for other policy-making options and identifies those responsible for its implementation.

Key words: *policy, alcohol, advertisement, formulation, implementation*

CHAPTER ONE

1. INTRODUCTION

1.1 Background of the Study

The patterns of alcohol consumption vary widely across regions. To reduce the burden of harmful alcohol use, the World Health Organization (WHO) has recommended three instructions including enacting and enforcing bans on alcohol advertising; restricting access to alcohol, and increasing alcohol taxes. With the increasing prevalence of drinking in some low and middle-income countries, such as in sub-Saharan Africa and India, the countless alcohol-related public health problems, including harms to drinkers and harms to others, may become simpler. The strength of alcohol marketing policies varies widely across regions and countries. A few countries have restrictions against alcohol marketing on broadcast media, such as television and radio. For example, in India, the Press Council of India and the Cable Television Network Act of 1995 ban broadcast alcohol advertising at the national level (Kumar & Keval J, 1995).

History shows that many years ago, Ethiopia declared various proclamations. Most of these proclamations focused on national duty (McLachlan 2011). Although all the proclamations were made public at the time, modernization was changing; there must be regulations modified and also changes after time. That is why not all proclamations can solve today's problems. Our world is not shaken by the globalization revolution as it is today; advertisements were promoted by many countries with the latest technology products and services. Although different regulations are issued from time to time for different products and services, Ethiopia has only a few years of experience in advertising. In Ethiopia, advertising, in general, is believed to have started in the 19th century, during the reign of Emperor Menelik II. At that time, advertisements used to be announced at main squares and streets using the "Negarit", a traditional war-drum. Although media customer advertising started developing during Emperor Haile Selassie's time, the minority of agencies doing advertising as well as the activity itself vanished with the fall of the monarchy and capture of political power by the "Derg", a military force, in 1974. The years from the mid-1970s to the early 1990s are characterized by severe restrictions on any forms of advertising; with the exclusion of few government-censored advertisements, consumer service

advertising ended to exist overall. However, following the ousting of the “Derg” and the coming to power of the Ethiopian Peoples’ Revolutionary Democratic Front (EPRDF) in 1991, advertising practices began to flourish once again. Nevertheless, this new era of release and ungoverned liberalization, publicized associate new growth of product advertising, together with alcoholic beverages within the media, while not developing socially accountable practices.

The most deterrents of progress were lack of distinct government authority totally to blame for advertising, absence of comprehensive advertising regulation, and underdevelopment of the sector itself. As an example, over the years, the authority managing advertising modified many times; from the Ministry of information to a personal promoting company and back to a similar ministry. However, it can be with boldness argued, that since the mid-1990s, no clear kinds of advertising regulation appeared to exist in the Federal Democratic Republic of Ethiopia. Maybe not astonishingly, this successively has resulted within the numerous media taking liberties with advertising. Fortuitously, the requirement for regulation was recognized within the year 2010. The Ethiopian Broadcast Authority (EBA) took the initiative to structure advertising for general merchandise together with laws governing alcohol advertising and support within the media. Regarding its management, since the advertising business in the Federal Democratic Republic of Ethiopia remains in its embryonic stages; there are neither seasoned professionals within the field, nor such an expert association, to determine a self-regulatory mechanism is going to be problematic.

Alcohol advertising is widely criticized on creating a climate in which alcohol consumption is regarded as a normal way of living. In this regard, Anderson, Bruijn, Angus, Gordon and Hastings (2009, p.230) state that: for adolescents who haven't begun to drink, expectations are influenced by normative assumptions about teen drinking further as through the observations of drinking by parents, peers and models within the mass media. Alcohol advertising can be seen as an expression form of mass media. It plays an important role in sustaining a cultural environment in which drinking is seen as a normal or even a favorable activity and shapes adolescents perception and attitudes towards alcohol consumption (Gerbner, 1995).

To prevent the promotion of alcohol, especially its harmful use among the younger generation, the Federal Democratic Republic of Ethiopia House of People’s Representatives has ratified the

Food and Medicine Administration Proclamation (Proclamation No. 1112/2019), which restricts smoking in public places and bans all alcohol advertisements on broadcast media. Following this, alcohol companies have been voicing their concerns in the media at the time. Although the ban on alcohol advertising has already been announced Proclamation No. 759/2012 it is clear that it prevent the promotion of only more than 12% alcoholic beverages, which make them more active in the advertising sector.

This research as one of its primary focuses assesses the policy formulation and its implementation to control advertising ban on alcohol products. It examines the importance of the policy, the policy-making process, and the extent of the oversight and evaluation work undertaken to implement the proclamation. Finally, the Advertising Proclamation reviews the results of the last two years from the perspective of the manufacturer and the consumer.

1.2 Statement of the Problem

In recent years, the alcohol industry has become a flourishing industry in Ethiopia. As a result, foreign brands or branded alcoholic beverages have appeared in our country under various breweries and are striving to become a unique marketplace and consumer choice. Following this, it has become commonplace to advertise alcohol in our country, Ethiopia, for large-scale media events, various sports competitions, and religious and cultural festivals, among others. But about two years ago, in February 2019 Ethiopian Food, Drug and Control Proclamation No. 1112/2019. Proclamation prohibiting the direct or indirect promotion of alcohol by the Broadcasting Service House of Peoples' Representatives Standing Committee on Women, Youth and Social Affairs and Trade and Industry Standing Committees; Discuss it, Based on their recommendations to the House of Representatives.

Since this was announced, currently large alcohol companies are not promoting their products on official broadcast media. Although it is known that the termination of the advertisement has a significant negative economic impact on their product. The proclamation is in line with the current industry-led economy regarding adaptation and integration. It is important to consider how the Advertising Prohibition Proclamation was followed by the appropriate steps or procedures.

Recent studies show that although many studies have been conducted on alcohol advertising, most of them show the harm and benefit of the ban and its benefits to young people. As an example, Hanna, T. (2020) the researchers examined in this study the impacts of banning alcohol advertising on the media & advertising industry, brewery factories, and the society in Addis Ababa. When I looked at the work of the Journal, I did not notice that it was satisfactorily examining the ban on advertising and its implementation and results. Beyene N. (2019) this study also identifies Alcohol control policy in Ethiopia and implications for public health. According to my survey, I could not find a study that could examine the policy.

This study fills the gap to assess the policy formulation process and implementation of the ban on alcohol advertising by supporting complete information on the aftermath of the implementation. And it is important to study the appropriateness of the government's choice and decision. In this study, the researcher looks at the reasons for the proclamation, the steps taken to implement the proclamation, and the assessment taken to control the proclamation after the proclamation is declared.

1.3 Research Questions

- a) What is the origin of the policy formulation for alcohol advertising ban in Ethiopia?
- b) What are the policy approaches to control alcohol advertising ban in Ethiopia?
- c) How to control the policy implementations for alcohol advertising ban in Ethiopia?

1.4 Objective of the study

1.4.1 General objective

The main objective of this study is to assess policy approaches and its implementation to control alcohol advertising ban in Ethiopia.

1.4.2 Specific Objective of the study

- To analyse the origin of policy formulation for alcohol advertising ban in Ethiopia.
- To investigate the policy approaches to control alcohol advertising ban.
- To investigate policy implementation to control alcohol advertising ban.

1.5 Significance of the study

The study follows to make a laborious contribution towards justifying and analyzing how policy approaches are formulated and implement to control alcohol advertising ban in Ethiopia. This study adds to the academic research purposes of policy on alcohol advertising ban. It would also serve as a reference document for further studies into the activities of the policy and alcohol advertising ban. In addition, it contributes greatly to the government and Policy makers as an input in designing related policies.

1.6 Scope of the study

Thematically this study focus on policy formulation and its implementation to control alcohol advertising ban in Ethiopia and geographically this study covers Food, Medicine and Health Care Administration and Control Authority of Ethiopia, Ethiopian public health institute, Ministry of Women Children and Youth, Matiwos Wondu Ethiopian Cancer Society and Ethiopian Broadcast Authority. The research approach of this study used qualitative research approach, which is not, incorporates jointly qualitative and quantitative approaches to meat research problems and questions.

1.7 Limitation of the study

The researcher encountered various studies in the study, especially when for conducting an interview with EPHI. Being under intense work pressure to fight the global epidemic (COVID 19) The officers selected for the interview have been working in different regions and due to training sessions and discussions organized by the institute, the researcher was unable to reach the officers on the scheduled date. The research methodology used by the researcher was one the limitation of the study because quantitative and mixed approach not applicable due to the nature of the research.

1.8 Definition of terms

Policy: Are rules that are made by organizations, to achieve their aims and goals. Policies are made by individuals, groups, companies, and even governments to carry out their plans (Dye 2013).

Policy analysis: is a technique used in public administration to enable civil servants, activists, and others to examine and evaluate the available options to implement the goals of laws and elected officials. The process is also used in the administration of large organizations with complex policies. It has been defined as the process of "determining which of various policies will achieve a given set of goals in light of the relations between the policies and the goals (Lowi 1972).

Regulation: Are rules that are made to make people comply and behave in a certain manner. A regulation has the effect of a law and is considered as a restriction that is imposed by authorities, to make people follow the desired code of conduct (Parker & Braithwaite, 2003).

Advertising: is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them (Katke 2007)

Alcoholic beverages: comprise a large group of beverages that contain varying amounts of alcohol (ethanol). Alcoholic beverages produced on an industrial scale include beer, wine, and distilled spirits such as brandy, whisky, rum, gin, cognac, vodka, tequila, etc.

Proclamation: is an official declaration (Wikipedia).

1.9 Organization of the study

This paper has five chapters. The first chapter deals with the background of the study, statement of the problem, Research question, objectives of the study, significance of the study, scope of the study, limitation of the study, definition of terms, and organization of the study. The second chapter deals with review of literature. The third chapter discusses the methodology. The fourth chapter is the findings and analysis, interpretation and discussion of major findings. The fifth chapter is the summary, conclusion and recommendation.

CHAPTER TWO

2. REVIEW OF RELATED LITERATURE

2.1 Theoretical Review

2.1.1 Defining policy

There are various definitions of policy. In the dictionary meaning Policy is a law, regulation, procedure, administrative action, incentive, or voluntary practice of governments and other institutions. Policy decisions are frequently reflected in resource allocations. But some scholars have simply understood policy to be whatever governments choose to do or not to do. Others have spelled out definitions that focus on the specific characteristics of public policy. Lowi and Ginsburg (1996, p.607), for example, define public policy as “an officially expressed intention backed by a sanction, which can be a reward or a punishment.” As a course of action (or inaction), a public policy can take the form of “a law, a rule, a statute, an edict, a regulation or an order.”

Dye (2013) “...whatever governments choose to do or not to do...” He conjointly indicates that the government’s activities supported the general public policies regulate behavior, organize bureaucracies, and distribute edges all at a similar time. Governments do several things. They regulate conflict inside society; they organize society to hold on conflict with different societies; they distribute a good form of symbolic rewards and material services to members of the society; and that they extract cash from society, most frequently within the style of taxes. Thus, public policies could regulate behavior, organize bureaucracies, distribute edges, or extract taxes or all of those things directly.

Birkland (2011) argues the following for the study of policy in his book an introduction to the policy: Understanding the substance of policy, whereas fascinating in its claim, will exclusively take us up to now if we tend to have an interest within the social scientific aspects of the policy method equally necessary with learning the substance of policy. However, policy is influenced and formed by numerous political, social, economic and different contexts.

2.1.2 Typologies of policy

Some policy analysts have sought to develop policy typologies. The most influential approach to this has been the typology developed by Lowi (1972, p.298), who argues that 'policy may determine politics' and goes on to specify four kinds of policy:

- Distributive policy: the distribution of new resources;
- Redistributive policy: changing the distribution of existing resources;
- Regulatory policy: regulating activities;
- Constituent policy: establishing or re organizing institutions.

Distributive policies

Distributive policy is one which benefits the constituents of one district, but whose costs are borne collectively (Coate, 2005). Distributive policies extend goods and services to members of an organization, as well as distributing the costs of the goods/services amongst the members of the organization. Fore Examples include government policies that impact spending for welfare, public education, highways, and public safety, or a professional organization's benefits plan.

Redistribute policies

Policies are dynamic; they are not just static lists of goals or laws. Policy blueprints have to be implemented, often with unexpected results. Social policies are what happens 'on the ground' when they are implemented, as well as what happens at the decision making or legislative stage.

Regulatory policies

Regulatory policies, or mandates, limit the discretion of individuals and agencies, or otherwise compel certain types of behavior. These policies are generally thought to be best applied when good behavior can be easily defined and bad behavior can be easily regulated and punished through fines or sanctions. An example of a fairly successful public regulatory policy is that of a speed limit.

Constituent policies

Constituent policies create executive power entities, or deal with laws. Constituent policies also deal with Fiscal Policy in some circumstances. For example, legislature powers the government to do some more activities that are previously has been accepted in the budget protocol.

2.2 Defining regulation

Like many other political concepts, regulation is hard to define, because it means different things to different people. The term is discursive, theoretical, and analytical purposes that cry out for clarification and mapping (Parker & Braithwaite, 2003). It is also highly contested. For the previous Left it's a part of the structure that serves the interests of the dominant category and frames power relations in apparently civilized forms. For Progressive Democrats, it's a public sensible, a tool to manage profit-hungry capitalists and to control social and ecological risks. For some, regulation are some things that's done completely by government, a matter of the state and legal enforcement; whereas for others, regulation is generally the work of social actors who monitor different actors, as well as governments.

Regulation, in general, is a form of government intervention in economic activity and interference with the workings of the free-market system. According to some views, regulation is “synonymous with government intervention in social and economic life” (Moran, 1986). Free marketers dislike regulation because they do not like several varieties of government intervention and like to feel the total power of the market. However, those that believe that government intervention is also necessary, which individuals shouldn't be exposed to the total dictatorship of the market, notice regulation to be tolerable, even fascinating. Regulation can be defined in more than one way, as suggested by Mitnick (1980), who presents the most comprehensive review of competing definitions. Moran (1986) argues that “regulation is a contested concept, its essential nature being the subject of continuing argument”. However, he goes on to define regulation as “an activity in which the discretion of individuals or institutions is restricted by the imposition of rules.

While scholars of public administration seem to perceive it with direct and intimate reference to the scope of state authority, formal regulatory organizations, and the “art of government” (Bernstein, 1955; Mitnick, 1980; Coen & Thatcher, 2005; Gilardi, 2005). In the European parlance, and for most of the 20th century, regulation was similar with government intervention and, indeed, with all the efforts of the state, by no matter means that, to regulate and guide economy and society. This rather broad which means of the term looks to own pale, and students currently create efforts to differentiate rule creating from alternative tools of governance, and so

from alternative kinds of policy instrument, like taxation, subsidies, distribution, and public possession.

2.3 Policy and regulation (regulatory policy)

Regulation not only is a distinct type of policy but also entails identifiable forms and patterns of political conflict that differ from the patterns that are regularly associated with policies of distribution and redistribution.

2.4 Policy process

The process of constructing a policy in several sectors involves researching variety of mutually beneficial stages. These are: problem identification or policy agenda setting, policy formulation, policy implementation and policy evaluation.

2.4.1 Agenda setting

Hill (2005) stresses that “agenda setting and aspects of policy formation need to be seen as closely related theories about the former are likely to embody propositions about the latter”. Of the number of policy agendas that can be identified in a political system, Roger W. Cobb and Charles D. Elder specify two basic types: the systemic agenda and the institutional or governmental, agenda. The general agenda as they outline it “consists of all problems that are usually perceived by members of the political community as worth public attention and as involving matters inside the legitimate jurisdiction of existing governmental authority”. Roger W et al (1983) a systemic agenda will exist for every national state and local political system. Some things might seem at the same time on several general agendas, like environmental protection, drug abuse, and crime within the streets. Different problems, like the international deficit or the building of a brand new convention center during a town, can seem solely on the national and a local agenda, severally. The general agenda is actually a discussion agenda. Most of the things there on are going to be general or abstract instead of specific or careful.

An institutional or governmental agenda consists of the issues to that legislator or public officers feel obligated to present serious and active attention. Just some of the problems that concern legislative or body policy-makers are possible to be wide mentioned by the general public. The overall public's cognizance of policy problems is usually rather low, with awareness and data

principally confined to a narrow phase of the population, that is, the "attentive public." several of the problems treated by legislatures, involving minor legislation and technical or progressive changes in current laws are basically unknown to the rank-and-file voters.

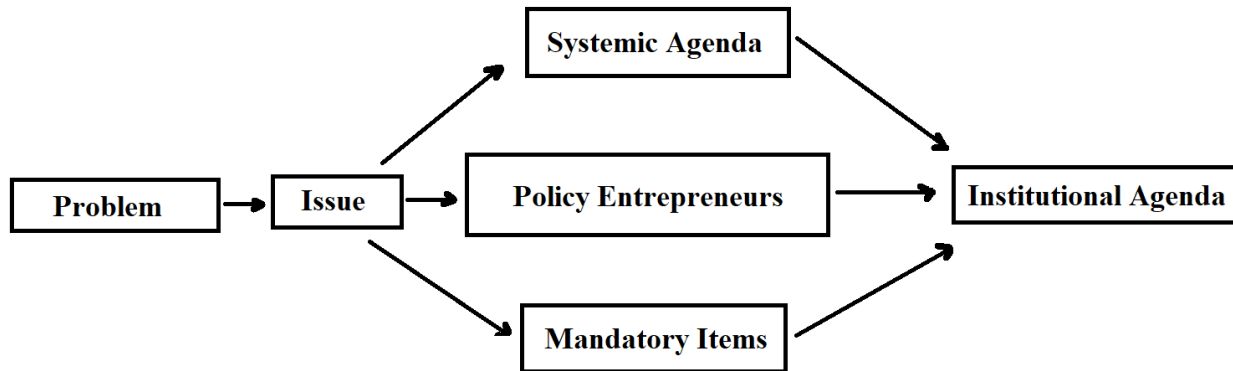


Figure 2.1 Agenda Setting Process

Source James E. 2003

2.4.2 Policy formulation

To begin with, the thought of policy formulation refers to the strategy of distinctive courses of action, usually called alternatives or decisions, to resolve problems long-faced by a selected organization (Anderson, 2003). In this case, degree organization may well be a business firm/company, government department, ministry or party. The thought of formulating a policy comes as a result of policy demands or claims for action on a selected issue that unit of measurement created by completely different actors. The actors may well be voters, customers or the civil society, among others.

Dye (2013) describes policy formulation as “the development of policy alternatives for dealing with problems on the public agenda...occurs in government bureaucracies, interest group offices, legislative committee rooms, policy planning organizations or thinks thanks...”

James E. (2003) Policy formation denotes the entire method of making, adopting, and implementing a policy. This could even be referred to as the policy method. Policy formulation, in distinction, refers solely to the crafting of alternatives or choices for addressing a drag. Alternatively, according to Sidney (2007), “in a stages model of the policy process, it is assumed

that participants in the policy process already have recognized and defined a policy problem, and moved it onto the policy agenda”. The policy formulation process, Sidney (2007) argues: also, both expresses and allocates power among social, political, and economic interests. Scholarship on policy formulation takes up a range of problems. It examines the factors that influence however actors craft alternatives, it prescribes suggests that for such crafting, it examines however and why specific policy alternatives stay on or fall off of the choice agenda.

2.4.2.1 Policy formulation process

The process of formulating a policy involves the exercise of power by totally different people and teams. These people and teams place some quite pressure or force within the policy formulation method. The force comes from the subsequent actors:

I. Individual citizens

In a representative democracy, it's assumed that power flows from individuals (individual citizens). This entails that power to formulate policies is delegated from individuals to representatives who form the general assembly and successively formulate policies for the individuals. In this case, individuals initiate the method of policy formulation by voting for voting dates whose opinions and values they understand.

II. Political parties

In the case of public policies, political parties function as links between citizens and government policymakers. Firstly, government tends to own programs that they gift to voters. Ordinarily, folks would vote for a specific party that supported its program instead of the people. The electorates expect that the party they vote for, if elective to the workplace, can formulate policies on pledges created within the election strategy. Secondly, the party that wins the elections is predicted to implement its program, whereas opposition parties should gift various programs.

III. Pressure groups

These are formal structures whose members share a common interest. Examples of such groups include civil society organizations. These groups strive to influence the decisions of the government without attempting to occupy political office.

2.4.3 Policy implementation

Dye (2013) defines policy implementation as “... all of the activities designed to carry out the policies enacted by the legislative branch”. The activities include “the creation of new

organizations departments, agencies, bureaus or the assignment of new responsibilities to existing organizations”. Sabatier and Mazmanian (1980) define implementation as “the carrying out of a basic policy decision, usually made in a statute although possible through important executive orders or court decisions. Ideally, that decision identifies the problem(s) to be addressed, stipulates the objective(s) to be pursued and in a variety of ways, ‘structures’ the implementation process”. Smith and Larimer cited in Birkland (2011) note, “the implementation process replicates, in many ways, all the challenges of the policy process, starting with problems in this case discerning intent through designing tools in a way that those further down the implementation change will willingly engage in the desired behavior”. They also add that summarize the stages of the development of implementation studies beginning from the 1960s until the 1970s where the focus was why some policies did not reach their target and used individual policies and the research results were not generalizable.

Birkland (2011) explains “the second era of implementation studies, which began in the mid-1970s, sought to create systematic theories of the policy process that were generalizable to many cases, rather than focused on one or a few cases. As this research progressed, one could discern two separate research approaches”. Pülzl & Treib (2007, p.89) argued that in comparison to the first era, the second generation focused on theory building and debates on a top-down and bottom up approaches were flourishing. They indicated that the top down approach focused on implementation that is based on hierarchical and centrally designed order while the bottom up approach included the view point of the “street-level bureaucrats” in analyzing implementation. Birkland (2011, p.265) citing top-down researchers such as Daniel Mazmanian and Paul Sabatier on the factors that bring about successful implementation indicated that among other factors including hierarchies for implementation, they have cited the need for policy designers to recognize the capacity of policy implementers to undertake their work. Capacity according to them “encompasses the availability of resources for an implementing organization to carry out its tasks, including monetary and human resources, legal authority and autonomy, and the knowledge needed to effectively implement policy”. For Birkland (2011, p.265), the top-down approach focuses on “creating the proper structures and controls to encourage or compel compliance with the goals set at the top”. Birkland (2011, p.266) however, notes that there is weakness to this approach as it assumes that there a state government capable of designing

policies at the federal level on its own. In reality, designing policies and implementing them successfully requires regional and local cooperation. In addition, James Anderson in Birkland (2011, p.267) states “legislators, bureaucrats, the courts, pressure groups, and community organizations are all involved in policy implementation. While the focus of implementation may be in one agency, several other actors will have an influence on implementation success or failure”. Paul Sabatier cited in Birkland (2011) argues that “the bottom-up approach overemphasizes the ability of the street-level bureaucrats to frustrate the goals of the top policy makers. Street-level bureaucrats are not entirely free agents. They are constrained to act in a particular way based on their professional norms and obligations”. In addition, DeLeon in Pülzl & Treib (2007, p.91) describes top-down approaches as a “governing elite phenomenon” due to their focus on the top hierarchal structure. In order to address the gaps in both approaches, as Pülzl & Treib (2007) put it, the third generation in the form of Hybrid theories emerged with a focus on incorporating the strengths of the top-down and bottom-up approaches.

2.4.3.1 Top-down implementation

Top-down implementation is the carrying out of a policy decision by statute, executive order, or court decision; whereas the authoritative decisions are “centrally located” by actors who seek to produce the “desired effects” (Matland, 1995, p.146).

The top-down implementation approach could be a clear-cut system of command and management from the government to the project that issues the people. The top-down system shows cases:

- I. Clear and consistent goals articulated at the top of the hierarchical environment
- II. Knowledge of pertinent cause and effects
- III. Clear hierarchy of authority
- IV. Rules established at the top and policy is aligned with the rules
- V. Resources / capacity to carry the commands from the top

The top-down approach is the rational, comprehensive approach to designing its per-overhead democracy, whereas elected officers delegate implementation authority to non-elected public servants (civil service) who are responsible to the democratically elected officers. Though, DeLeon and Deleon (2001) point out that top-downer may implement policies with standards that citizens do not understand which might also avoid their rational preferences.

The implementers usually have interaction cues from numerous teams that take issue in intensity and history, none of which can be mirrored within the statutory language. For example, Matland described hence, the top-down approach revealed that privately-owned treatment plants outperformed public treatment plants. However, once broader issues of affirmative action, Davis-Bacon labor laws, and technology were integrated into the analysis, then public treatment plants outperformed private plants (Ibid). Second, top-down implementers ignore or eliminate the political aspects of implementation (Matland, 1995). For instance, top-downers set clear goals for a policy, while legislation “often requires ambiguous language and contradictory goals” to gain enough votes for passage (Matland, 1995, p.147).

2.4.3.2 Bottom-up implementation

The bottom-up implementation approach initiates with the target teams and repair deliverers, because they realize that the target teams are the particular implementers of policy. (Matland, 1995, p.146). Moreover, bottom-uppers contend that if native bureaucrats (implementers) don't seem to be allowed discretion within the implementation method with relevancy native conditions, then the policy can “likely fail” (Matland, 1995, p.148). Accordingly, goals, strategies, and activities should be deployed with special attention to the people the policy can directly impact. Thus, analysis based mostly upon the street-level administrative official would be the simplest follow (Matland, 1995, p.149).

Matland (1995, p.146) synthesized the top-down and bottom-up approaches, that lighted the things when each would be most helpful. Briefly, top-down designers use central official actors who manipulate policy implementation from the central level. These actors are analytical, and can commit to mixture their information into “generalizable policy recommendation,” predicated on patterns from articulated policy goals and policy outcomes. This structure seeks to reduce actors, limit amendment, and find sympathetic agencies to implement policy. Top-down implementation is likely to present “prescriptive advice” (Matland, 1995, p.147). Bottom-up implementation locates and describes the extent of policy success in reference to the policy goal. whereas top-down clearly make a case for the goal and ask for to find failure or success, bottom-up could twiddle the implementation and encourage a policy which will a minimum of part win its goal.

2.5 The concepts of Alcohol and advertisement

2.5.1 Defining Alcohol

In chemistry, alcohol is an organic compound that carries at least one hydroxyl functional group (–OH) bound to a saturated carbon atom. The term alcohol originally referred to the primary alcohol ethanol (ethyl alcohol), which is used as a drug and is the main alcohol present in alcoholic drinks (Wikipedia).

2.5.2 Historical Background of Advertisement

According to Tolani (2012), the first advertisement may have been a sign painted on the wall of a building. Over a century ago, Harper's Weekly commented that advertisements were a true mirror of life, a sort of fossil history from which the future chronicler would emerge. The practice of advertising is as old as human beings. According to Dunn et al. (1987), the need to advertise has been a part of human daily activities, evidenced since ancient human civilization.

In the late 19th century the advertising agency of N.W. Ayer & Son was instituted. Ayer and Son offered to plan, create and carry out full package of advertisement for its customers. By 1900 the advertising agency had become the focal point of creative planning and advertising was firmly established as a profession. Around the same time, in France, Charles-Louis Havas diversified the services of his news agency, to include advertisement brokerage, making it the first French group to organize. At first, agencies were brokers for advertisement space in newspapers.

2.5.3 Advertisements

According to Katke, (2007) advertisement is an effective way to influence the mind of viewers and gives viewers' exposure towards a particular product or service. Morden, (1991) advertising is used to establish a basic awareness of the product or service in the mind of the potential customer and to build up knowledge about it. Advertising play an important role in business demonstration and is a useful instrument to attract and influence customers. Arens, (1996) define advertisement as communication process, a marketing process, an economic and social process, a public relations process or information and persuasion process. Dunn et al. (1987) viewed advertising from its practical views, therefore they outline it as a paid, non-personal communication through varied media by business corporations, non-profit organization, and

people who are in a way known within the advertising message and who hope to tell or persuade members of a selected audience. Nowadays, advertising has become one among the crucial industrial activities within the competitive globalized business surroundings. within the gift digital world, everything like culture, habits of the individuals, technology are on their thanks to turning into globalized. The quick tempo of globalization is so minimizing the space among customers.

Now, with the assistance of advanced technology, it's become doable for advertisers to succeed in all segments of a target market. Corporation's area unit finance influences the shopping behavior of shoppers and determines the factors that have direct or indirect effects on shopping behavior like getting power Chandon et al. (2000).

Advertising is the core idea that is presented in non-personal ways to create purchase intention. Advertisers are trying to spread maximum information about products in target market. Popularity is the aim of effective advertising Laurie et al. (2011). Effective advertisement shapes the attitude and finally leads to purchase intention Shimp, (2003). Advertisers use different techniques to effectively convey commercial ads to create purchase decision. Advertisers hope that their ads will change the buying behavior of target market and consumers will buy their products. In order to make their advertising campaign even more effective and rewarding, advertisers look at various factors which may influence customers' buying behavior. Ideally, consumers buying behavior is the reflection and expression of their purchase decision patterns Hollensen, (2010).

According to Belch et al. (2012) advertising is the best-known and most widely discussed form of promotion, probably because of its pervasiveness. This is particularly true for companies whose products and services are targeted at mass consumer markets. Aside from this, there are several reasons why advertising is such an important issue for many marketers. First, it can be a very cost-effective method for communicating with large audiences. Second, it can be used to create brand images and symbolic appeals for a company or brand. Effective advertising can be described as a paid form of communicating a message which is persuasive, informative, and creative designed to influence purchasing behavior or thought patterns and meets the goals that it set out to do Colley et al. (1984).

2.5.4 Policies, Regulations and Laws for Advertisement of Alcoholic Products on Media Outlets.

Global Experiences

The World Health Organization (WHO) has specified that the advertising and promotion of alcohol needs to be controlled. In September 2005, the WHO Euro Region adopted a Framework for Alcohol Policy for the Region, which has five ethical principles (WHO, 2006). European Charter on Alcohol: the five ethical principles and goals are

1. All people have the right to a family, community and working life protected from accidents, violence and other negative consequences of alcohol consumption.
2. All people have the right to valid impartial information and education, starting early in life, on the consequences of alcohol consumption on health, the family and society.
3. All children and adolescents have the right to grow up in an environment protected from the negative consequences of alcohol consumption and, to the extent possible, from the promotion of alcoholic beverages.
4. All people with hazardous or harmful alcohol consumption and members of their families have the right to accessible treatment and care.
5. All people who do not wish to consume alcohol, or who cannot do so for health or other reasons, have the right to be safeguarded from pressures to drink and be supported in their non-drinking behavior.

With the aim to reduce the burden of harmful alcohol use, the World Health Organization (WHO, 2017) has recommended three “best buys,” a) Enforcing bans on alcohol advertising; b) Restricting access to alcohol, c) Increasing alcohol taxes. The most cost-effective ways to reduce alcohol-related harm is to make alcohol less available and more expensive and to prohibit alcohol advertising (Nasheeta Peer, 2017). Evidence suggest that comprehensive alcohol marketing restriction are a cost-effective strategy for reducing the harmful use of alcohol if they are well enforced (Marissa B. Esser& David H. Jernigan, 2018)

According to the WHO, the strength of alcohol marketing policies varies widely across regions and countries; in 2012, nearly 40% of the 159 countries that provided information to the WHO

report that they had no restrictions. In 2018, WHO reported that several countries have adopted advertising restrictions since 2012, and the majority of responding countries now have some type of restriction for all media types except Internet (48%) and Social Media (47%). Total bans were most common for national television (26%) and national radio (26%). As in 2012, the greatest number of countries reported no restrictions on the Internet and social media, suggesting that regulation in many countries continues to lag behind technological innovation in marketing. In 2016, 123 countries reported on alcohol marketing restrictions across all media and beverage types. Of these countries, 51 (41%) had total bans for all media types and 35 (28%) had no regulations on any media type. Most of the countries that reported no restrictions across all media types were located in the African (17 responding countries) or Americas regions (11 responding countries).

Countries such as France, Norway, Russia, Ukraine, Myanmar, Sri Lanka, and Kenya have banned all alcohol advertising on television and billboard. However, in other countries like in the United States, the standard is that alcohol advertisements can only be placed in media where 70% of the audience is over the legal drinking age. Alcohol advertising's creative messages should not be designed to appeal to people under the age of 21, for example, using cartoon characters as spokespeople is discouraged. Advertising cannot promote brands based on alcohol content or its effects. Advertising must not encourage irresponsible drinking. Another issue in media placement is whether media vendors will accept alcohol advertising. The decision to accept an individual ad or a category of advertising is always at the discretion of the owner or publisher of a media outlet.

In Malaysia, alcohol advertising on radio and televisions was outlawed in 1995 (Yahya, 2005). On Malaysian television, alcohol advertising is not shown before 10:00 pm and during Malay-language programs. However, non-Malay newspapers and magazines can continue alcohol advertising. Supermarkets and hypermarkets have also been criticized for advertising alcohol products on trolleys, which is controversial because Islam is the state religion of the country. After the ban of alcohol advertising on Malaysian radio and televisions, they continued to build the brands with sponsorships of concerts and entertainment events.

In Singapore, alcohol advertisement is not allowed to be shown during programs intended for children and young persons and during Malay-language programs. In Indonesia, alcohol advertising was legal in the 1990s, but has since been completely banned. In Hong Kong, alcohol advertising is not allowed to be shown during Family Viewing Hour programs. In the Philippines, alcohol advertising is allowed. Alcohol warning is also shown in the end of the advertisement explaining with the words: "Drink Moderately". On 1 January 2016, the warning was changed to "Drink Responsibly". In Thailand, alcohol advertisements are still allowed, but must accompany by a warning message. In Sri Lanka, public advertising on alcohol is banned totally since 2006. In South Korea, public advertising on alcohol is only allowed after 10:00 pm.

In Russia, advertising alcohol products is banned from almost all media (including television and billboards) since January 2013. In Sweden, since 2010 advertisements are legal for wine and beer, but not on television and radio. Non-periodic magazines are allowed to advertise alcoholic beverages above 15%. In Finland, Parliament of Finland decided to ban alcohol outdoor advertising, except during sport events since January 2015. In the United Kingdom, the Advertising Standards Authority has banned several ads that don't comply with the restrictions in the EU directive. In Norway, advertising on alcohol is banned totally since 1975. In November 2019, Ireland introduced a law banning alcohol advertisements near schools, children play areas, public transportation, and cinemas, as well as restricting visibility of alcohol products in stores. There has been little progress in implementing comprehensive alcohol control strategies in Africa (Nasheeta Peer, 2017)

In many African countries, alcohol marketing is not restricted or the codes are voluntary and self-regulated by the alcohol industry, meaning there are no legally binding restrictions on alcohol advertising, product placement, sponsorship, or sales promotion. The voluntary, self-regulated codes in Ghana and Uganda do not limit the volume of outdoor advertising, nor do they include stipulations about the content of alcohol advertisements. In a study of outdoor alcohol advertising in five African countries, countries with self-regulated alcohol marketing generally had larger outdoor alcohol advertisements (e.g., billboards, and posters) compared with countries that had more alcohol marketing restrictions (Bhavsar M. 2014). In addition to using outdoor advertising, alcohol companies also distribute free alcoholic drinks as a strategy to

market their products; the studies described above have found that this strategy increases the risks of youth drunkenness and problem drinking (Swahn MH, 2013).

2.6 Advertisement in Ethiopia

2.6.1 A Brief History of the Media in Ethiopia

According to a survey of culture and media Ellene et al. (2003), modern mass media was introduced in Ethiopia a century ago, during the reign of Menelik II, who ruled from 1889 - 1913. The first medium to be introduced as a weekly newspaper (La Se-mained' Ethiopie, 1890), published in French by a Franciscan missionary living in Harar. In 1905 the name of the publication changed to Le Semeurd' Ethiopie.

The first Amharic newspaper, a four-page weekly newspaper named Aemero was published in 1902. The first issues were 24 hand written copies. Between 1912 and 1915 weekly newspapers like Melekete Selam, Yetor Wore ("War News") and many others emerged.

For the most part, these print media were controlled by the country's government. In 1965 Berhanena Selam Printing Press, a modern, institution run by the government was established. The printing press played a role in the publication of two national weekly newspapers, Addis Zemen (New Era), in Amharic (1941) and its English counterpart the Ethiopian Herald, in 1943. These two served because the main official press organs of the state and because the main supply of data for literate individuals. Additionally, to the printing media, physics media like Ethiopian Radio and Ethiopian television were established in 1935 and 1964 severally.

In October 1992 the proclamation of the press freedom bill by the Ethiopian shift government launched.

1. Freedom of the press is recognized and respected in Ethiopia.
2. Censorship of the press and any restriction of a similar nature are hereby prohibited.
3. Further guaranteed the right of access to information. It stipulated that any press and its agents shall, without prejudice to rights conferred by other laws, have the right to seek, obtain and report news and information from any government source of news and information.

2.6.2 Advertisement Practice in Ethiopia

According to data obtained from the Ethiopian Broadcast Authority, currently, there are more than 700 advertising agencies in Ethiopia. These companies are working based on the proclamation of advertisement. The Federal Democratic Republic of Ethiopia launched this proclamation in 2012. A proclamation on advertisement (Proclamation no. 759/2012) was approved in the federal Negarit newspaper.

2.7 Regulation in Ethiopia: Banning Alcohol Advertisement on Media Outlets

Ethiopia introduced code of conduct that regulates the contents and presentations of advertisements under the proclamation no. 759/2012 lately in 2012. According to the proclamation no. 759/2012, content and presentation of advertisements shall, in its content and presentation not be contrary to the law or moral; be free from misleading or unfair statements; respect the social and traditional values of the society and not infringe the legitimate interests of consumers; describe the true nature, use, quality and other similar information of the product or service intended to be promoted; not undermine the commodities or services of other persons; protect the dignity and interests of the country; and respect professional code of conduct.

Any advertisement disseminated through the mass media shall be presented in a manner that clearly differentiates it from other programs and may not affect the content of the programs. Advertisement may not be prepared and disseminated in the form of news. An advertising agent who designed and disseminated an advertisement to promote the goods, services or other related messages of any person may not advertise, within the next three months, similar goods, services or other related messages of another person by using the image or voice of the same advertising actor.

Laws issued to protect copyright and neighboring rights as well as inventions, minor inventions and industrial design patent shall be applicable with respect to advertisement service as appropriate.

The Food and Medicine Administration Proclamation No.1112 article 74(4) that bans advert of alcoholic products through TV, radio & billboard implemented on 29 May 2019. Details of the proclamation in relation to alcohol drinks labeling, advertising and promotion are presented as follow.

Article 55: Labeling of Alcohol Drinks

- 1) The label of every alcoholic drink prepared at a factory level and provided for public use shall contain its alcoholic volume and a warning that alcohol consumption may cause health problem and women should not drink alcohol drinks during pregnancy because of the risk of birth defect.
- 2) The label of every alcoholic drink prepared at a factory level with a volume of less than 10% shall contain the product's expiration date.

Article 60: Alcoholic drink advertising and promotion

- 1) Any advertisement of an alcoholic product shall contain a warning, as appropriate in writing or sound, that it is illegal to sell it to a person under the age of 21.
- 2) It shall be prohibited to directly or indirectly advertise alcoholic drinks in places of public gathering and sporting: street, condominium and other places by unreasonably decreasing the size of the warning.
- 3) Any manufacturer, importer or distributor alcoholic drinks whose volume is more than 10% shall not directly or indirectly sponsor public and government holiday, exhibition, sports event, school event and other related youth-centered events.
- 4) Advertising any alcoholic drink through board is prohibited. This restriction shall be applicable on any direct or indirect advertisement that connects a brand name, emblem, trademark, logo, organizational emblem, or any other distinctive feature of alcohol product with non-alcoholic products, services, or matters.
- 5) It shall be prohibited to advertise alcoholic drink by associating it with any lottery system or through billboard. Details shall be determined by regulation or directive issued to implement this proclamation.
- 6) Additional restriction regarding the time, place, and manner of alcohol advertisement and promotion may be determined by a regulation issued to implement this proclamation.

Article 74: Effective Date

- 1) This Proclamation shall enter into force on the date of publication in the Federal Negarit Gazette.

4) Notwithstanding to sub-article (I) of this article, article 55 of this proclamation requiring health warning on alcohol products shall come into effect after six months, and article 60 banning the advertisement of alcohol through broadcast and billboard shall come into effect after three months from the date of adoption of this proclamation the 5th day of February 2019.

2.8 Empirical Review

2.8.1 Alcohol Policy

There are many different theories and practices of alcohol policy in different countries, the theoretical review states selecting and referencing references that may be relevant to this study are listed below as possible for the Imperial Review.

Global policies are often implemented and enforced at the local level. These include the availability of alcohol through outlets (e.g., often controlled through local planning and zoning regulations) and, of course, enforcement of drinking and driving and underage drinking laws. Over the past decades, a lot of intervention efforts have been implemented (Flewelling et al., 2005). These intervention efforts targeted different populations in different sites, involved different implicit or explicit logic models, targeted different outcomes, used different evaluation tools. Ultimately produced different findings with different implications for alcohol policy more substantively, each was comprehensive and multicomponent, addressing the specifics of the local alcohol distribution system, based on much research, and relied on local energies for implementation. Importantly, each demonstrated, across a variety of research and community settings, the potential impact of interventions targeting the sales and distribution. When developing an alcohol policy, it is often best to use the strategies listed below to implement the policy.

2.8.1.1 Pricing and taxes

Recent work has begun to examine differential effects of tax increases on problems related to alcohol use, and there is a growing interest in whether tax effects are the same or different across states. Certainly, with the rise of standardized sources of state-level price and tax data (National Institute on Alcohol Abuse and Alcoholism, 2013; Nelson et al., 2013), opportunities for the continued study will grow. Most pressing will be assessing differential tax effects, as just noted;

continued efforts to identify price and tax elasticity by beverage type related to sales and different problem outcomes; examinations of substitutions between use by type (beer, wine, and distilled spirits); and the impact of minimum prices provisions. Although manipulation of pricing structures through either taxation or price relation appears to be effective in reducing both consumption and alcohol-related problems.

2.8.1.2 Density restrictions

Traditionally, since the repeal of National Prohibition, alcohol outlet densities have been regulated by states and local areas based on population (e.g., in California, one bar for every 1,200 persons). The inadequacy of this regulatory strategy is obvious when one looks at the available literature. Problems with outlets are related to geographic densities; places where there are many outlets per square mile, for example, exhibit many problems and local populations in those areas drink more, use alcohol in more risky environments (e.g., bars), and are exposed to greater problems related to this form of urban clutter (e.g., motor vehicle traffic). Population-based regulations, however, allow natural urban economic processes to operate, leading to extreme over concentrations of alcohol outlets in poor neighborhoods and exposing those segments of urban populations to increased risks. Alcohol outlets play varied roles in the etiologies of a lot of health problems and, although these problems are beginning to the full impacts of outlets on problems in communities. (Cunradi et al., 2012; Freisthler et al., 2007;).

Year	Authors	Details	Title
2020	Hanna Tarekegn	The impacts of banning alcohol advertising on media & advertising industry, brewery factories and the society in addis ababa.	The impacts of banning alcohol advertising on media & advertising industry, brewery factories and the society
2019	Senait Mekonnen	Effects of alcoholic beverage advertisements on the drinking behavior of the youth: a case study of addis ababa	Effects of alcoholic beverage advertisements on the drinking behavior of the youth
2019	Beyene, N	Alcohol control policy in Ethiopia and implications for public health. <i>J Public Health Policy</i>	Alcohol control policy in Ethiopia
2018	Daneal Teshome	The effect of alcoholic beverage advertising on youngster's attitude towards drinking	The effect of alcoholic beverage advertising on youngster's attitude towards drinking
2011	Gruenewald, P. J.	Regulating availability: How access to alcohol affects drinking and problems in youth and adults. <i>Alcohol Research & Health</i> ,	Regulating availability
2010	Meier, P. S., Purshouse, R., & Brennan, A.	Policy options for alcohol price regulation: The importance of modelling population heterogeneity. <i>Addiction</i> ,	Policy options for alcohol price regulation
2008	Holder, H. D	Effective alcohol policy. In K. Heggenhougen and S. Quah (Eds.), <i>International encyclopedia of public health</i> , Vol. 2 San Diego, CA: Academic Press.	Effective alcohol policy
2007	Collins RL, Ellickson PL, McCaffrey D, Hambarsoomians K	Early adolescent exposure to alcohol advertising and its relationship to underage drinking. <i>J Adolesc Health</i>	Early adolescent exposure to alcohol advertising and its relationship to underage drinking
2006	Snyder LB, Milici FFSM, Sun H, Strizhakova Y	<i>Archives of Pediatrics & Adolescent Medicine</i>	Effects of alcohol advertising exposure on drinking among youth

2005	Grube JW, Waiters E	content and effects on drinking beliefs and behaviours among youth. Adolescent Medicine Clinics.	Alcohol in the media
1995	Holder, H. D., & Edwards, G.	Alcohol and public policy: Evidence and issues. Oxford, England: Oxford University Press.	Alcohol and public policy
1994	Grossman, M., Chaloupka, F. J., Saffer, H., & Laixuthai, A.	Effects of alcohol price policy on youth: A summary of economic research. Journal of Research on Adolescence	Effects of alcohol price policy on youth
1989	Waterson MJ	an analysis of the evidence relating two major aspects of the debate	Advertising and alcohol
1981	Strickland, D. E. (1981, September)	The advertising regulation issue: Some empirical evidence concerning advertising exposure and teenage consumption patterns. Paper presented at the conference on Control Issues in Alcohol Abuse Prevention, Charleston, South Carolina	The advertising regulation issue
1975	Bruun, K., Edwards, G., Lumio, M., Mäkelä, K., Pan, L., Popham, R. E., Österberg	Alcohol control policies in public health perspective (Vol. 25). Helsinki, Finland: Finnish Foundation for Alcohol Studies.	Alcohol control policies in public health

Table 2.1: Empirical review

2.8.1.3 Policy enforcement

An understudied area in alcohol policy research involves considering policy implementation effects. Traditionally, evaluations of program effects have focused on the establishment of policies (Wagenaar and Toomey, 2002). Although these evaluations have generally demonstrated the effectiveness, little is known of how or why they work, particularly given the relatively low levels of enforcement and the finding that is consistent throughout the literature that young people still manage to obtain alcohol (Grube, 1997, 2007; Johnston et al., 2013). The consequences of how policies targeting minimum pricing strategies targeted largely at adults may affect other groups (e.g., youths) merit consideration.

CHAPTER THREE

3. RESEARCH METHODOLOGY

3.1 Introduction

This half pays attention to the methodology used for this study by providing the abstract framework supported by the literature review. This chapter provides details on the population, sample and sampling procedures, and also the tools used in gathering knowledge for the study. Data assortment procedures and analysis are mentioned.

3.2 Research Approach

Research approaches are plans and the procedures for research that span the steps from broad assumptions to detailed methods of data collection, analysis, and interpretation (Creswell, 2014). According to a word of Denzin & Lincoln (2011) research approach is divided into three which are qualitative, quantitative, and mixed. Qualitative research gives due attention to the process of realizing how social meaning is constructed and stressed. Research using qualitative research referred to the meanings, concepts, definitions, characteristics, symbols, and descriptions of things, whereas quantitative research is centered on the measurement and the analysis of causal relationships between variables. Quantitative research has discussed the measures and counts of things. Mixed approaches use both qualitative and quantitative research approaches.

In this study, the qualitative approach is suitable for the current study as it enabled in-depth interviews with key informants; that are policy formulators and implementers, which were significant in describing the processes to produce a rich description to respond to the research questions. It allowed for an unstructured interview process with open-ended questions without constrictions from the interviewer.

3.3 Research Design

As Creswell, 1994 Research style is that the whole gridline for relating the abstract analysis issues to the allied research. It conjointly reflects the aim of the review, which may be categorized as exploration, description, explanation, prediction, analysis, and history. study used an exploratory case study method as the study's primary focus is in an in-depth understanding of

the alcohol advertising policies, the processes and actors involved, the specific contexts that the policies were formulated and implemented. The central purpose of exploratory research is to spot the restrictions of things within which the issues, opportunities, or things of attention square measure to reside and to spot the salient factors or variables which may be found there and be of connection to the analysis.

This research has undertaken a case study with an embedded multiple-case approach to increase the chance of replication in studying the policy formulation and implementation for the alcohol advertising ban, including the multiple actors from the government and non-governmental organizations. Yin (2009) in Cohen et al.,(2015) identifies various case study designs among which the researcher followed the embedded multiple case approach “in which different sub-units may be involved in each of the different cases and a range of instruments (e.g. interviews, observations, archival records, etc.) might be used for each sub-unit...”(p. 291). Also Creswell (2007) indicates that “case studies are distinguished based on their size in a bounded case such as whether the case involves one individual, several individuals, a group, an entire program or an activity” (p.74).

3.4 Population and Sample

3.4.1 Target population

The target population of the study covers four government institutions (Food, Medicine and Health Care Administration and Control Authority of Ethiopia, Ethiopian public health institute, Ministry of Women Children and Youth and Ethiopian Broadcast Authority), and one Non-governmental organization (Mathios Wondu Ethiopian Cancer Society). The reason for focusing on this institution is they are participating, directly and indirectly, issued alcohol advertising ban proclamation.

The researcher, in line with Verschuren P. (2003) cited in Cohen et al.,(2015,p.294) studied the relevant areas of interest from the organizations selected and not the whole organization. It focused on actors’ perception of events specific to the formulation and implementation processes. The researcher, however, benefited from the case study approach as it provided an opportunity to observe key issues in the office settings and the attitude of the respondents while

responding to the questions, their fear of retaliation from their superiors, their concern for concealment, etc. Which is relevant to the study.

3.5. Sampling Method

The sampling method used in this study is a purposive one. Interviewees were selected based on their specific and special knowledge and to ensure representativeness on the formulation of the alcohol advertising ban policy and were involved in the operationalization of the implementation processes. This method also helps in ensuring repetitiveness regarding only accessing key individuals who were involved in the processes and not those who are unaware of the policy process and eliminating reasons for including interviewees just for the sake of ensuring a probability sampling.

Cohen et al. (2011) describing “a feature of qualitative research, researchers hand-pick the cases to be included in the sample on the basis of their judgment of their typicality or possession of the particular characteristics being sought.” In this way, they build up a sample that is satisfactory to their special needs... there are no clear rules on the size of the sample in qualitative research; size is informed by ‘fitness for purpose’.

3.5.1 Sample Size

Accordingly, the researcher studied also kept this notion in mind while selecting the ‘samples’ and determining their size. First, regarding their representativeness to their groups, the researchers sought actual policy formulators, group leaders, and committee members during the formulation and implementation processes alcohol advertising ban in Ethiopia. Here, the table shows the government and non-governmental institutions. This shows that the sampling was more than what was suggested above as a minimum.

SN	Institution name and Department	Sample size
1	Ethiopian Food, Medicine and Health Care Administration and Control Authority of Ethiopia (EFMHACA)	
	Heads of Directors	2
	senior officers	3
2	Ethiopian public health institute (EPHI)	
	Heads of Directors	2
	Nutrition & Food Science Research department head officers	4
3	Ministry of Women Children and Youth (MoWCY)	
	officers/representatives	5
4	Ethiopian Broadcast Authority (EBA)	
	senior officers	2
5	Mathiwo Wondu Ethiopian Cancer Society (MWECS)	
	Heads of Directors	2
	Total sample size	20

Table 3.1 sample size for governmental and NGOs institution

3.6 Data Source and Types

The subject matter of this particular study concern exploring the access of advertising ban policy and implementation. The types of data collection only the most knowledgeable respondents to contribute to the complex matters concerning the various steps undertaken for the policy-making process and implementation.

As sources of data, the study have primary and secondary sources in particular in-depth interviews with Key informants who participated in the formulation and implementation processes, document review of public documents such as policy documents, government reports, manuals etc. and observations of policy formulation and implementation bodies.

3.7. Data Analysis Techniques

Primarily, the researcher transcribes the interviews command with the Key informants on MS word package to ease the work of categorizing of the data. According to Baarda (2015), “a qualitative research report will consist primarily of description and accordingly the basis of the analysis is a transcription of conversations or observation reports”

The researcher use content analysis to organize the interview data in to categories and themes. Categories and themes establish before the collection of data and additional themes also include that emanated from the transcribed data.

3.8. Reliability and validity

3.8.1. Reliability

Among the numerous classes of dependability estimates, the one used for this explicit study is that the test-retest dependability technique. It's used to assess the consistency of alive from just one occasion to a unique one. The research worker approached the chosen same interview participants multiple times to induce additional data and used the chance to request the participants to retort to similar queries that they have tried and true before. The research worker finds that their responses through time did not vary that further to the dependability of the information. Cohen et al., (2015) had defined reliability “as a synonym for dependability, consistency, and explicability over time, over instruments and over groups of respondents”. However, scholars disagree on the usage of the term and the methods used to test it for quantitative and qualitative researches. Cohen et al., (2015, p.201) cite scholars Lincoln and Guba (1985) who suggest the usage of terms such as ‘dependability’ or ‘trustworthiness’ among others, to be used for measuring the reliability of qualitative research.

3.8.2 Validity

The scientist checks for man-of-science bias and was constantly aware to avoid a scientist bias and created bound to gift the proper protocol regarding tone, attitude, wear was determined. Besides, the person of science undertook respondent validation by showing the recorded knowledge back to the respondents to mitigate a quest bias in recording the knowledge. In the endeavor, the interviews, the person of science created the info, the queries asked wherever per the abstract framework applied among the study, and reviewed constantly the framework to mitigate diversion from the appropriate queries.

Some state that qualitative case studies have limited generalizability. However, according to Cohen et al; (2015), “the generalizability of single experiments can be extended by replication

and multiple experiments so too case studies can be a part of a growing pool of data with multiple case studies contributing to greater generalizability”.

CHAPTER FOUR

4. RESEARCH FINDINGS AND ANALYSIS

4.1 Introduction

The main aim of this chapter is to present the findings of the research and analyze and discuss them to answer the research questions raised in the beginning of the research in Chapter One. The research set out to explore the formulation and implementation processes by analyzing the role of key actors and their access and influence in policy formulation and implementation. The findings were collected both from primary and secondary data. The primary data consisted of in-depth interviews with key informants at EPHI, EFMHACA, MoWCY, EBA, and MWECS involved in policy formulation and implementation. The secondary data involved the perusal of policies, strategies, and legal frameworks in the alcohol advertising ban to help explore the origin of the policy formulators and the processes involved, in addition to the primary data gathered in the area.

The primary data from the Key Informants was used to answer the research questions raised with regards to the role of actors in the formulation of the policy documents, their access and level of influence, to explore the capacity of key implementing partners in terms of existence of implementation processes. In addition, review of secondary data was also used to answer the research question of exploring, briefly, changes in policy content policy process the various policy and legal provisions available to the policy making process and implementation of the alcohol advertisement ban.

Data collected from the above sources both primary and secondary is organized according to the themes and elements in the data collected and correspond to the research questions, and analytical framework. The themes included the analysis of key actors, and process on the content of policies, strategies for alcohol advertisement ban in policymaking, implementation to alcohol advertisement and government, etc.

4.2. Analysis of key actors in alcohol advertising ban policy formulation and implementation

The research identified the key actors in the policy formulation and implementation processes. The prime actor in the formulation process is the private organization Mathiwos Wondu Ethiopian Cancer Society (MWECS). MWECS is a non-government and non-profit making Ethiopian resident charity organization that is dedicated to the national control of cancer and aspires to support cancer patients in Ethiopia. The NGOs have 22 staff and are implementing seven projects, one on pediatric cancer, two on women cancers, two on tobacco control, one NCDs & one national cancer control plan. Heads of Directorates and Senior/junior Officers were part of the key informant interviews (KIIs) for MWECS. However, MoWCY and EPHI actors have been included in this study to explore the mandate and capacity strategies and mechanisms used for the formulation of alcohol advertising policy at their level and also to explore the policy process. And likewise, EFMHACA and EBA, both governmental organizations participate in the formulation and implementation process, also to explore to what extent were involved in Policy formulation and implementation.

The sample at all governmental and non-governmental institution selected for their role according KIIs at the formulation and implementation the alcohol advertising policy, specifically the officers selected for their administration, monitoring, evaluation and mobilization for having experience in the various projects performance. This is common to all institution in this research.

Research findings show that a very high role is played by the government organization EFMHACA in the formulation and implementation processes. Key Informant Interview (KII) and document review has revealed that their contribution in the policy formulation process in terms of access and influence is extremely high and thus, their role was explored in depth as it is also beyond the scope of this research.

The key implementing partners of the government body and at a level secondary to the government bodies are the Food and Drug Health Care Administration and Control Authority (FDHCACA) organized under an umbrella organization in the EFMHACA at the National level and Regional Food and Drug Health Care at the regional level.

For local NGOs MWECS are at least involved intermittently at the federal level. However, the researcher hopes that other researchers would find a way to explore their relationship and influence in the policy making arena. The role of the above key actors, however, will be discussed below with respect to each of the federal and regional policy documents.

4.2.1 Origin of Policy Formulation for alcohol advertising ban

4.2.1.1 Policy formulation actors and process

The task force involved actors from various bodies including relevant government institutions, non-governmental offices and representatives of the MoWCY standing committee participate. Regarding the actors and processes involved in the formulation phase, a Key Informant Interview (KII) with Senior Official at all institutes who was part of the junior and senior officer to undertake the formulation of the alcohol advertising policy.

Although it is possible to cite compelling reasons for the proclamation, it is known that there are important steps that must be taken before a policy can be announced. In this process, community participation and responsive responses to the issue take precedence. While the community is known to have its own legal representation, it needs a body that can bring the matter to the attention of the representatives and connect the people to the government. Civic associations and non-governmental organizations play a major role in this condition. Research findings show that a local organization focusing on cancer and related diseases MWECS is a non-governmental organization and the institution had frequent discussions and consultations with the Ministry of Health (MoH), understanding and investigating the negative impact of alcohol advertising on Ethiopian youth and children. This is another finding of this study that can be considered a precursor to the alcohol advertising ban policy. It is assumed that there are media stakeholders who have played a corresponding role in this policy formulation process. The media has taken responsibility for not only promoting alcohol, but also criticizing some of its advertisements, as well as its negative impact on children. In particular, the media could be heard and seen at the national and international levels, and by presenting such programs in various ways to publicize the vulnerability of the problem, it has opened the door for both government bodies and NGOs to pay attention.

According to the senior officer under the Non-Communicable Diseases (NCDs) at MWECS. In this institution there are two KII to respond the interview.

In terms of our institute goal we do in our work, we are among the victims of non-communicable diseases (NCDs) it is most commonly seen in alcoholic users. (KII 1)

According to WHO research Alcohol consumption is associated with communicable and non-communicable diseases. The World Health Organization estimates that there are 3 million deaths globally every year in connection with alcohol consumption, and 13.5% of deaths among the 20-39 years age group are related to harmful alcohol use (WHO 2018). A systematic review of the economic impact of alcohol consumption from 12 high-income countries shows that alcohol is estimated to cost between 0.45-5.44% of Gross Domestic Product (GDP) in direct and indirect costs, which is a substantial amount (Yothasamut et al. , 2009). Despite the costly effects of alcohol consumption, alcohol advertisements are commonly seen in the media worldwide, including in Ethiopia.

Overall, media alcohol advertising in Ethiopia was observed to be replete with messages of alcohol sexuality, messages encouraging youths to consume alcohol, excessive drinking and giving misleading information about alcoholic drinks. Alcohol advertising in the Ethiopian media focuses only on the sale of the product and avoids mentioning adverse consequences of drinking. For instance, the use of certain themes as a means to attract the opposite sex and as enhancing someone's seduction power or attractiveness may often be common in advertisements for other product categories, but should not to be used in relation to alcoholic drinks. Fusing alcohol with sexuality either by word or allusion has the manifest message that the two are complementary themes (Drig & Hope, 2001).

After a lengthy interview with KII 1, the institute announced the ban on alcohol advertising and explained the details of the institution contribution.

Representing our institution from government bodies that are considered to be relevant to this Proclamation for the sake of public health our institution has conducted various suggestions. Together with the Ethiopian public health institute (EPHI), we were conducting a three-year study focus on alcohol consumption in Ethiopia. (KII 1)

Unofficial participants include interest groups, political parties, research organizations, the communications media and individual citizens. They may considerably influence policy formation without possessing legal authority to make binding policy decisions (Abutudu 1995).

According to EPHI research, the study was conducted in all regions for three years, Alcohol use has increased significantly among young people the institute has repeatedly stated that even in the media (Fana TV 2011). Based on the research interview with EPHI, For EPHI there are six respondents but most of the respondents answer are almost the same for that matter the researcher analyze the common idea on the KII. Environmental public health and noninfectious disease research department officer KII 2 on the institution study, I received the following response:

The work of this department is part of a larger study of non-communicable diseases at the national level. A three-year study on the ban on alcohol advertising has been conducted throughout Ethiopia as part of a series of major public health studies.

According to the study, about 49 percent of 17-25 year olds have experienced alcohol consumption more than once in their lifetime, which is an unexpected result nationally. (KII 2)

Of these, the majority of men and women are directly related to the impact that advertising has on young people, according to the EPHI research. KII 2 also said that the increase in alcohol consumption among young people has been highlighted in a study conducted by the ministry. The KII 3 in the EPHI Nutrition & Food Science Research officer

We have been conducted study on alcohol as risk factor for non-communicable disease and based on our findings above 40% of Adults in Ethiopia drink any form of alcohol in 2015. However, we did not capture data on magnitude of alcohol advertisement, promotion and sponsorship. (KII 3)

Even though various studies have been published by different departments of the institute, all studies are consistent in purpose. It has been stated above that various parties have been involved in formulating the policy on alcohol advertising ban. And many studies have been conducted on the effects of alcohol on young people from different universities. It was explored in this study that the policy formulation process that took them into account was formulated.

According to Addis Ababa University research result in Daneil Teshome 2018. 384 respondents are responding for TV alcohol advertisements to drink beer after seeing or hearing beer advertisements. A variety of feelings voiced towards alcohol advertisements and encouragement to drink. Most of the participants 91 % (350) thought the advertisements would encourage them to try the particular drink presented to them through the advertisements. On the other hand, only few participants 9% (34) have undermined the influence of television alcohol advertisements on encouraging them to drink alcohol. The majority of participants who believed that alcohol advertisements encourage them to drink alcohol reasoned out alcohol advertisements encouraged them to drink alcohol, because most of TV alcohol advertisements are showing dancing, lively music and wild activities which are identical with their social activity.

The alcohol advertisement ban policy provided the reasons and the involvement as I mentioned it above, alcohol advertisements of a nightmare for most families and public health personnel since it was like a campaign controlling all broadcast and live streaming Medias. The alcohol advertisement issue was raised during our discussion in revising of the former (EFMHACA) proclamation. (KII 2)

The following is a description of the involvement of the alcohol advertising ban and what kind of mechanisms the EPHI used. KII with officials at the institute (KII 1, 3, 4) reveal that the formulation of the strategy and package saw the participation of various sectors from the government at various levels. One of the Key informants (KII 4) involved in the process of the formulation of the strategy and the revision of the package described the process as follows:-

As a national research wing of ministry of health, EPHI was responsible organ for the development of alcohol advertisement. I represented the institute and I full engaged in all process of the ratification of the alcohol advertisement law. The institute has provided all relevant facts and knowledge on health damage of alcohol use and magnitude of alcohol users in the country. We distributed the non-communicative disease (NCD) report factsheets for better understanding of alcohol use. (KII 4)

There have challenges for formulating the alcohol advertising policy, challenges since it's one in all the causes of the justification of what practitioners do. Beneath this includes factorial components that determine policy formulation. These include; political/social factors, environmental factors, and even economic factors. Dimock (1958) defines public policy as consciously acknowledged rules of conduct that guide administrative choices. This line of thought poses the challenges like associate existence of a body of laws whose existence aren't questionable in an exceedingly approach and therefore are external from the topics. The difficulty of mental philosophical doctrine makes this thinking terribly worrisome and applications are created wholesome on the premise of such notions. In general, the problems faced by both the government and the alcohol industry in formulating the policy are as follows

We have noticed several attempts of alcohol industry interferences. They tried to link the issues on livelihood and economy issues particularly on farmers and hotels. They used some alliance groups such as chambers of commerce and sport federation. However, we have strong support from other government office and people and we abled to defeat them. (KII 3)

Policymakers tend to interpret evidence in a broad sense and to use other types and sources of information besides research evidence (Evans et al 2013). Non-research evidence has been defined as the views of local stakeholders, including expert and professional opinions, values and traditions, lobbyists and pressure groups, and the particular pragmatics and contingencies of the policy situation. The term “evidence-informed policy” has been suggested to reflect this variety of sources. Oxman et al. defined evidence-informed policymaking as an approach that aims to

ensure that decision-making is informed by the best available research evidence in a systematic and transparent way (Oxman et al 2009).

As a public health researcher and a member of the advocacy group, I was one of active role player during the process. I generated evidences and used as resource persons. I tried to convince policy makers through scientific facts. I was participated in policy brief and key message developments. I have presented scientific findings to advocacy champions and social standing committee of the parliamentary. (KII 3)

The most obvious changes in alcohol policy concern the increasing empirical and theoretical sophistication of evaluations of alcohol policy effects. According to Treno et al 2014 study, three lines of inquiry ought to be thought of, the primary is community systems theory. Consistent with community systems theory, alcohol and different drug issues are associated with the interaction of social and institutional options of the communities. Though this theory is explained thoroughly (Holder, 1998), the essential model posits the existence of structures operational at the community level that drive alcohol use and ensuing issues. The second is a social-ecological theory (Gruenewald, 2007); in line with social-ecological theory; such issues are the results of specific social and person-environment interactions. Thus, the contribution of ecological theory is that it reincorporates the idea of individual traits into what is otherwise a model considered of interacting subsystems. This development ultimately ends up in the thought of different public health impacts. The last theory is that the development theory that conceptualizes policy studies in terms of the activity spaces during which people live out their lives. Density might be considered in terms of the peoples' use of activity spaces.

Public policy can play a crucial role in estimates of the impact of such policy changes on morbidity and mortality or total external costs borne by society. Moreover, it can provide these estimates for various subpopulations. It can tell us how these policy changes can differentially affect them. In sum, alcohol and other drug policy will continue to evolve as societies/governments (local and global) approach the topic in radically different ways. Expanding beyond alcohol-control issues, it can examine the emergence of drug markets that link sellers to users and examine the impact of various policies on that relationship.

The organization EFMHACA with full responsibility to coordinate the work had to be instituted in February 2019 as the proclamation to provide for food and medicine administration to the Federal Negarit Gazeta Food and Medicine Administration Proclamation No.1112/2019. Some of its responsibilities specifically related to food and medicine protection.

MoWCY interviewed five officers / representatives in this office, but KII 3 and 5 were analyzed because the list of all the ideas was repetitive and the significance of the study was negligible.

Alcohol advertising was widespread in all media outlets. As a result, the entire community was outraged. All alcohol companies have irresponsibly controlled all media outlets and used advertisements for personal gain. In particular, they have tried to create a community of many alcoholics through music, promotional discountys, gifts and lottery. Breweries, in particular, have been promoting by targeting children and young people to make addictive to their products. (KII 5)

Also the respondent added that they have played a key role in fulfilling their responsibilities to the government.

Recognizing our responsibilities to the government based on our role in the department, we have discussed various draft ban laws. My role in this work is to lead the department and monitor the results. (KII 5)

In the MoWCY department of women and children KII 3 describes, the broadcasting service proclamation also allows for the promotion of up to 12 percent alcohol.

This is a pre-existing proclamation that does not include most alcoholic beverages and is advertised on television and radio, the proclamation was not inclusive, given that all were less than 12 percent alcoholic beverages. As a result, it was found necessary to reduce the alcohol content of the proclamation by a percentage to block the advertisement. The study also a finding is that MoWCY has worked hard to revise the proclamation. The previous proclamation on broadcasting service is as follows

A proclamation on broadcasting service 533/2007 Article 34/4

Prohibited advertisements: -

“Advertisements of liquors with more than 12% alcoholic contents”

A proclamation on broadcasting service 533/2007 Article 31/1

“Radio or television transmission programs that may corrupt the outlook of children or harm their feelings and thinking or encourage them to undesirable behavior shall not be transmitted at hours during which children normally watch or listen to such programs.”

Despite this proclamation, the law stipulates that all television programs must be broadcast in a manner that does not affect the rights and morals of children. But the alcohol advertisements that were broadcast did not take children into account. A Proclamation that can waive the two successive proclamations by the Broadcasting Authority proclamation itself.

In the event that this proclamation is incorporated, the advertisements of alcohol may violate this proclamation in accordance with the 12 percent law, under the advertisement proclamation, the rights and personality of children may be compromised. We have done our best to enforce the Prohibition Proclamation as our office. (KII 3)

To those who see everything that government does as policy, the challenge is on the aftermath of decisions meaning ignorance of what policy ought to be in real terms. This goes hand in hand with those that rely on characteristics of policies. The policy is the “outputs” of the political system, and to a lesser degree it defines public policy as more or less interdependent policies dealing with many different activities. The challenge of being interdependent breeds laxity which is common in public policy implementation. Many policy players here choose a ‘wait and see’ attitude. Another challenge of public policy is the fear of failure. Given that to others it is action or inaction. And most often than not, it is normal to fail. Failure here may in other terms mean unpopularity of a course of action due to the general

view of implementers or just the changes in environment to affect what was initially popular to lack people's goodwill.

The concept of public policy makes aloud presupposition that there is an area or domain of life which is not private or purely individual, but held in common. It therefore ushers in a conflict of individual versus many. The public dimension is generally referred to "public ownership" or control for "public purpose".

The environment ties people to a uniform economic, social, and political culture. As far as public issues are concerned, it can be justified that political culture is superior. Reasons behind this can emanate from the theories of the state, such as social contract and force theories. Designated as political culture may mean widely held values, beliefs and attitudes concerning governments and their actions and the ensuing relationship between a people and government. Political culture is trans/inter-generational behavior shared through a socialization process over time.

Although alcohol advertising in sports and other recreational activities is encouraged, On the other hand, the tendency to create a sustainable market by increasing the number of drinkers is not a sign of responsibility. Organizations that say no for sale under the age of 18 are annoyed when we show their advertisement to people under the age of 18 they were upset when they were told to be careful. The contribution of these companies in fulfilling their social responsibilities is expected, admittedly, most advertisements are made when teenagers are actively watching television and radio programs. (KII 3)

Many types of formulation can be identified depending on the criteria for classification. However, the most interesting and useful basis for identifies the nature of decision-making. Three types can be identified (Jones, 1977; 56).

- ✓ Routine formulation: A repetitive and essentially changeless process of reformulating similar proposals within an issue area that has a well- established place on the agenda of government.
- ✓ Analogous formulation: Treating a new problem by relying on what was done m developing proposals for similar problems in the past i.e. searching for analogies.

- ✓ Creative formulation: Treating any problem with an essentially unprecedented proposal one, which represents a break with past practice. However, it is sometimes to see creative formulation government as many proposals are normally modified along the way towards past practices during the implementation stage.

Accordingly, we found that alcohol advertisements were directly or indirectly related to children's rights, and the office has a five-member standing committee under its name. (KII 5)

The research mentioned earlier in this interview that was one of the members of the Ethiopian Public Health Institute (EPHI) KII for the policy process.

In fact, before the proclamation was passed by the parliament, we were well prepared to take a firm stand on the authority given to us as an office. Then we made a request to the cabinet of Ministers to amend the proclamation. After the consultations on the draft document, the final draft was submitted to the cabinet of Ministers. It was commented on and after multiple rounds was finally accepted. (KII 5)

4.3 Analysis of policy approach to control alcohol advertising ban

4.3.1 Bottom up approach in policy formulation

Bottom-up theorists emphasize target groups and service deliverers, arguing that policy is made at the local level (Matland 1995). The bottom-up approach, developed by Hanf, Hjern and Porter (1978), identifies the networks of actors who are involved in service delivery in one or more local areas and asks them about their goals, strategies, activities and contacts. It then uses the contacts in order to develop a networking technique to identify the local, regional and national actors involved in the planning, financing and execution of relevant governmental and non-governmental programs. This provides a mechanism for moving from local actors and decision makers such as teachers or doctors up to the top policy-makers in both the public and private

sectors (Sabatier 2005). In terms of policy areas, bottom-uppers examine policies with greater uncertainty in the policy (Matland 1995: 155).

Among the benefits of the bottom-up approach is its focus on centrally located actors who devise and implement government programs, thus contextual factors within the implementing environment are important. Actors and their goals, strategies and activities need to be understood in order to comprehend implementation. Bottom-up approaches do not present prescriptive advice, but rather describe what factors have caused difficulty in reaching stated goals (Matland 1995).

EPHI from the Ethics Liaison Office department KII explained that through their office they offered two options. Although these options are debated by all stakeholders, the proclamation has been resolved by the House of Peoples' Representatives.

In the first stage, we planned to limit and restrict alcohol advertisements by considering children and in the draft provision; we put two options i.e. Alcohol advertisements should not be broadcast until 9 pm at night and the second is until 12 pm mid night. However, the support of experts, people and member of parliamentarians during the public hearing session help as to set a strong provision that totally ban alcohol advertisement through broadcast media. (KII 1)

On February 16, 2019, members of the Standing Committee on Women, Youth and Social Affairs and the Standing Committee on Trade and Industry discussed with the Ethiopian Food and Drug Administration. They were directed to submit their resolutions to the House of federation. Accordingly: After extensive discussions and debates on the issue by the two standing committees. Alcohol advertising will be broadcast on radio and television from 5pm to 12am As suggested by the First Standing Committee (Trade and Industry Standing Committee) Alcohol should never be advertise on radio and television, according to another standing committee (Women's and Social Affairs Standing Committee). The House of people's representatives adopted both resolutions and discussed and consulted with the members of the

House on the issue, finally the house accepted the idea that alcohol advertising should never be broadcast on radio and television and approved. Meanwhile during the later discussions and public hearings, it is decided that alcohol advertisements have to be banned. Finally the 547 member's parliament banned the commercials on broadcast media by over 400 majority votes February 25, 2019.

Food and Medicine Administration Proclamation No. 1112/2019 Article 60/4

Advertising any alcoholic drink through broadcast is prohibited. This restriction shall be applicable on any direct or indirect advertisement that connects a brand name, emblem, trademark, logo, organizational emblem, or any other distinctive feature of alcohol product with non-alcoholic products, services, or matters.

4.4. Analysis of implementation to control alcohol advertising ban

Every project must be implemented within a framework of policies set by the government. Policy implementation is the process of translating a policy into actions and presumptions into results through various projects and programs. Implementation is a step that follows policy approval, and carrying out a basic policy decision (Sabatier & Mazmanian, 1983, 43).

When policy formers initially responsible for a specific policy process are confronted with disappointing results, their standard reaction will be a different one: they will be inclined to take additional measures. Those actors accountable for the managing of the policy process involved will aim at a stricter control of the implementation of that policy by making more rules and regulations.

Interpretation and understanding of policy provisions by itself is a cognitive process where "implementing agents must first understand what the implementation directive is all about before any action on it" (Spillane *et al.*, 2002). Consequently, the scope and quality of policy implementation depends on what is known as 'sense-making', 'not a simple decoding of the policy message but an active process of comprehension and process of interpretation that draws on the individual's rich knowledge base of understanding, beliefs, and attitudes.

In addition, encouraging immoderate consumption by making use of controversial information in alcohol advertising is prohibited in many countries. For example, excessive display of bottles and filled glasses as main advertising themes is taken as encouraging immoderate drinking and thus prohibited (Icap.Org. 2001). In this regard, one beer brand has so far employed the no-hangover and brewed without sugar claims in its advertising, in Ethiopia. However, unless checked, there is no guarantee that this design and language will not be borrowed by others including producers of drinks with high-alcohol content, in the future.

One reason for the observed advertising tactics may be lack of such policies requiring approval of the content and presentation format of alcohol advertisement in advance. Participants found it necessary that advertising for alcoholic drinks should be authorized before released to the public. In addition, some form of health warning messages should be included in alcohol advertising, particularly for those of beers and wines, to communicate the potential harm or consequences of using alcoholic products.

Policies requiring using alcohol health warning labels and signs may be effective means of reminding drinkers of alcohol-related risks for creating awareness to reduce the effects of alcohol consumption. More research needs to be done in this area to determine the type of warning messaging to use most effectively, especially among youth audiences. On the other hand, drinking by young people in Ethiopia is considered a public health problem. The effects of music, dancing, and messages of improving sexual performance have been suggested regarding encouraging young people to start drinking habits. The whole purpose of setting the age of people who can be depicted in alcohol advertising is to minimize the effects of modeling and peer pressure via the media.

The researcher interviewed five respondents from the EFMHACA Authority's office and five of them expressed their views. The reason why the previous proclamation has created difficult conditions for implementation although, as follows.

The previous proclamation itself prohibits the advertising of alcohol. But any alcohol content only identifies more than 12 percent of the products. Mentioned in the advertising prohibition act most alcohol advertisements are less than 12

percent alcohol, our institution have been struggling to implement the proclamation. (KII 2)

Under advertisement proclamation No. 759/2012 Article 26/1

Proclamation Restricted Advertisement: -

“Any advertisement of liquor with more than 12% alcoholic content may not be disseminated directly or indirectly through any means of dissemination other than outdoor advertisements and newspapers and magazines which are not published on daily and weekly basis.”

In the media is one way of protecting young people from exposure to alcohol advertising. The aim should be to avoid prime-time hours and programs where alcohol messages are communicated, to adults. Moreover, restrictions on sponsorships of sporting and musical events, radio and television programs, cinemas and music video clips whose clienteles and audiences may be people of all ages youths included, were also pointed out. In Ethiopia, such restriction appears to be placed only on drinks with alcoholic contents above 12% by volume. In relation to this, an integral part of alcohol legislations is the definition what constitutes an alcoholic beverage, as that definition sets the limit for when the laws apply and to what beverages they apply. The consequence of setting limits that are set very high is that some beverages with lower alcohol content are not subject to regulation. That means the limit could be set at a level by which beer is not considered to be an alcoholic beverage, leaving it outside of any sales or advertising restrictions.

The minimum alcohol content (percent of pure alcohol by volume), necessary for a beverage to be considered an alcoholic drink varies among World Health Organization (WHO) member states from 0.0% in the Eastern Mediterranean Region, 0.7% in the South-East Asia Region, 1.1% in the Region of the Americas, 1.4% in the Western Pacific Region and the European Region to 1.6% Africa region (WHO 2011). Also in Ethiopia in the Food and Medicine Administration Proclamation No.1112/2019 Article 2/41 the minimum alcohol content above 0.5% is called alcohol.

2. Definitions

In this proclamation, unless the context otherwise requires:

41“Alcohol” means any drink with 0.5% more alcohol volume.

Accordingly, the law in France bans advertising of all beverages containing over 1.2% alcohol by volume on television or in cinemas, sports grounds, sport magazines and prohibits sponsorship of sports or cultural events by alcohol companies. It also prohibits the targeting of young people and controls the content of alcohol advertisements. Messages and images are required to refer only to the characteristics of the products and a health warning must be included in each advertisement (Drig & Hope 2001). In this perspective, the reasons for setting such exceptionally high alcohol content limits of 12% by volume in Ethiopia should be brought forward and thoroughly investigated. Yet again, advertisers; in TV, radio, magazines and newspapers including youth event organizers, need to adopt their own codes in accepting sponsorship from the alcohol industry. Moreover, the alcohol production and marketing industries should be encouraged to play the game by the rules: in identifying ways to improve responsible marketing practices. Similarly, the use of drinking scenarios in films and music videos by local entertainment industry should be subjected to control. In other contexts, Parental Guidance (PG) rating systems designated to classify motion pictures with regard to their suitability to children are put in place to protect young viewers (Geoffrey D et al . , 2009).

Equally important, advertising restrictions should also be considered in venues where sporting events and live concerts are held including cinemas and theatres, activities in which young people are likely to partake. Accordingly, a comprehensive mapping of drinking establishments remains fundamental for this to be realized in Ethiopia. Codes governing alcohol advertising and sponsorship should endeavor to marry two objectives: to protect the young and vulnerable from undue influences to consume alcohol while at the same time making it possible for companies selling alcohol to market their products through broadcast as well as other means. However, such systems need to be strengthened to serve public health aims of discouraging frequent and excessive consumption of alcohol. This study identified an approach to implementing an alcohol advertising ban in Ethiopia.

Involving young people and understanding their perceptions of the messages in advertisements, the language, and themes used in affecting their intentions to drink and/or actual by inducing them to drink might have been very informative. Industries' refusal to respond to inquiries concerning their marketing practices, this study could not say. Consulting with these and other groups in future studies is crucial for the aim of decision-making and policy formulation. Alcohol marketing is only the tip of the iceberg as the determinant of consumption and alcohol-related harm. Alcohol-related policies and regulations so far considered in Ethiopia represent fragmented efforts in viewing alcohol from the broader public health and safety perspectives. However, a general advertising proclamation may not be well-suited regarding the subtleties of specific advertisements. As a rule, regulations address the various aspects of alcohol, such as its production, import, distribution and sale, marketing and promotion, as well as enforcing minimum age at which alcohol purchasing and drinking is allowed, and drinker driving legislation and counter-measures.

Addis Ababa City Administration Food and Drug Health Care Administration and Control Authority in collaboration with the Ethiopian Food and Drug Administration, the new Proclamation No. 1112/2019 Provided training. During the training, experts from the Ethiopian Food and Drug Administration (EFDA) provided details on the administrative and criminal penalties for food, alcohol and tobacco control, as well as drug administration and the Food and Drug Administration Proclamation 1112/2019.

The offices of the relevant authorities to implement the proclamation, even outside the Pharmaceutical and Regulatory Authority KII explained that various discussions had already taken place the Ethiopian Broadcasting Authority, in collaboration with the Food, Drug and Control Authority has been working with the media and advertising agencies on alcohol advertising held a discussion on May 23-24, 2019 in Bishoftu.

Ethiopian Broadcasting Director General Dr. Getachew Dinku said during the discussion “Advertising is a powerful way to direct and motivate your audience. Therefore, the benefits and harms of advertising should be monitored during the preparation and distribution so that it does not mislead and harm the public. Direct and indirect advertising of alcohol was banned by the Broadcasting Service and that the proclamation would take effect on 29 May 2019 He said the

implementation of this proclamation is the key to saving a generation and it requires the participation and attention of all of us.” (EBA)

It is also said that “alcohol advertisements and awards in the media are causing the producer to become involved in unnecessary activities”. It was stated that the main purpose of the discussion is to create the right conditions for the implementation of the proclamation by providing information to the advertisers, distributors, advertisers and concerned governmental and non-governmental stakeholders. Therefore, the benefits and harms of advertising should be monitored during the preparation and distribution so that it does not mislead and harm the public. During the discussion, articles on the nature and importance of the Advertising Proclamation, alcohol, food and drug advertising were presented and discussed by the presenters.

We have worked with the federal and state police to implement the proclamation within the stipulated time frame. (KII 1)

KII for MoWCY officer respondent’s answer for the Approach /Mechanisms used for the policy implementation process for alcohol advertisement ban in the Ethiopia.

In accordance with the authority given to us by the government by proclamation, our office has a duty to protect the safety of children. Therefore, in the event of any event that may affect the personality or related aspects of the rights of any child to implement the Proclamation Based on the information and suggestions received, the office will carry out its responsibilities through discussion and consultation. (KII 3)

Children's ability to know advertisements has been investigated for several years. Children spend an outsized proportion of their time off observance television and different screen media. However there are still several unresolved problems, significantly regarding the age once kids will initially perceive the persuasive intent of advertising (Kunkel et al; 2004), acknowledge the relationship between advertising and searching (Macklin, 1985; 1987), and once kids will initially distinguish an advertisement from different media information (Gunter et al; 2005).

In this study, the reasons for the inability to control alcohol advertising on the Internet were discussed. According to the study, the funding documents and interviews are listed as follows. EFMHACA law and inspection department officer KII who is directly involved in the case explained to him in an interview. For the interview question, the main reason why it is not possible to control alcohol advertisements on the internet right now?

The meaning of the word “broadcast” in alcohol advertising and description control guide may be one of the obstacles to restricting online advertising. (KII 5)

Alcohol Advertising and Description Control Guide 41/2011 Article 2/11

11. “Broadcast service is a radio and television broadcasting service.”

One of the ways in which they announced that no alcohol advertisements should be advertised on broadcast service is in the description control guide. Although the definition of the dictionary, a broadcast has a broad and distinct interpretation, however, it only includes radio and television broadcasts according to the interpretation of the Food, Medicine and Health Care Administration and Control Authority of Ethiopia Alcohol Advertising and Description Control Guide It does not include alcohol advertising through the Internet. This has led to the flood of various alcohol advertisements that we see on the internet every now and then.

However, the proclamation does not allow us to conclude that it fully understands the purpose for which it was intended. (KII 4)

Basically, before look at the Internet advertising alone Alcohol Advertising and Description Control Guide 41/2019 Article 6 As described in the introduction: -

6. Restricted alcohol advertising

Subject to the provisions of Article 5 of this Directive Unrestricted by any other Advertising way to advertise alcohol: -

The above statement “Unrestricted by any other Advertising way” The term itself in the provisions of Article 5 Indicates that alcohol advertising can be advertised in any other way than listed

5. Prohibited alcohol advertising

1. The promotion of any alcohol product on the broadcast, billboard, or in any other form associated with the sale of the lottery or lottery is prohibited.
2. Subject to the sale or sale of alcohol in accordance with sub-article 1 of this Article, the promotion or marketing of alcohol is a direct or indirect promotion of alcohol or any other product or service other than alcohol, including free or in the form of prizes.
3. It is prohibited to advertise any product, logo, trademark, trademark, trademark or other related label in connection with other non-alcoholic products, services or issues or in any other way that indicates that they are related.
4. Prior to the issuance of this directive, it was posted at the homes of organizations engaged in the alcohol trade Signs that do not meet the requirements of this policy must be removed within one month of the date of this policy.

Assessment of the implementation process on the proclamation in the EFMHACA office KII law department.

For the Previous proclamations on medicine, food or drink, and related matters, just follows and acts, it pays close attention to this proclamation and evaluates its implementation. Collaborating with partner agencies and police officers at the federal and regional levels in each month we receive a comprehensive performance report from the regional offices in the division of our offices. We also receive information regarding the Alcohol Advertising ban Proclamation. When all reports are submitted to the relevant department, the legal department will review and evaluate those that can be viewed and evaluated from a legal

point of view, and will play an important role in identifying the issues that need to be corrected. (KII 3)

Food and Medicine Administration Proclamation No.1112/2019 article 2/57, 49 and 59

57 “Executive organ” means a body which is empowered to administer this proclamation and other laws issued to implement this proclamation at the federal government level.

49 “inspector” means any professional authorized by the executive organ or regional health regulator to perform inspection activities pursuant to this proclamation.

59 “regional health regulator” means a regional government body which is empowered to administer this proclamation and other laws issued to implement this proclamation at regional government level

The respondent KII in EFMHACA officer ask for the question, action taken against alcohol producers found violating the proclamation. Finding from this study on actions taken against alcohol companies in violation of the proclamation is as follows:

In view of the fact that it is closely monitored by government bodies and other civil society organizations no alcohol manufacturers have ever been found to have violated this law. As we have asked them to come and pick up our guidelines and regulations from our office, because every alcoholic manufacturer operates with guidelines and regulations there is nothing difficult to implement the law. This means, however that our office would like to point out that any alcohol producer who still violates the Proclamation will be subject to the provisions of the Penal Code. (KII 1)

4.4.1 Top down approach in policy implementation

Top-down approach policy approaches is the central actor and concentrate their attention on factors that may be manipulated at the central level. the foremost elaborate top-down approach was conferred by Sabatier and Mazmanian (1979), World Health Organization known variety of

legal and political variables so synthesized them into six conditions required for effective implementation starting from clear objectives, causative theory, legal structure of the implementation method, committed officers, confirming interests teams to no undermining of fixing socio-economic conditions In terms of policy areas, ‘top-downers’ sometimes priorities clear policies (Matland 1995)

The top-down implementation approach is seen all the government’s institution and specially EFMHACA seen earlier how a directive from a senior officer in the federation could be disregarded by the lower level officer. This, however, has been viewed as Optimized implementation is one of the sectors in which it can be implemented by the senior officers at the Woreda level in the study. This could be attributed to the fact that having a representative in the EFMHACA wings of the Woreda administration would enormously benefit the government.

Another area where top –down approach exists is between the federal and City government levels in all Ethiopian regions. As explained in previous sections on the formulation of the various packages, the city government and city’s government police It is stated in this study that the institute has already conducted training and discussion on its implementation its right as stated in the city government revised proclamation and They were able to enforce the Alcohol Advertising Proclamation by issuing an implementation guideline.

When asked about the implementation process and the content, KI 5 from EFMHACA who was a participant in the implementation process indicated. The study found that federal and regional hierarchical bodies, as well as members of the police and the community, were heavily involved in implementing the proclamation.

This was evident for the researcher as a review of the federal and city government policy implementation indicated that there was no a big difference that was done in the content to incorporate the city’s own special experiences and political, demographic and other factors that can implement the policy approach. The same applies in policy implementation in terms of setting out the revision process of the package.

Mechanisms for the participation of policy implementation on alcohol advertising ban by federal level policy that they have had consultations with the regional state various level of government

positions. KIIs both from the EBA indicated that the institute noted that any advertisement or sponsorship of alcohol in any manner that violates the Proclamation on any TV or radio program broadcast in all regions may be subject to the provisions of the Proclamation.

This shows that the all Ethiopian media outlets are work with instructions from EBA and they are doing their job without violating the proclamation based on the instructions given to them.

The KII also had stated that to ensure that we implement this policy properly, it is sufficient to monitor the site programming of all public and private media outlets from where we are today.

From the above it is possible to gather that top down approach is prevalent in the implementation of the policy or any legal frameworks or priorities in the policy.

Additionally, in relation to the mandates given to the sub cities and Woredas who are just administrative bodies and secretariats for EFMHACA departments, it is evident that this arrangement reduces their role as participants in the policy implementation process. Although the name EFMHACA has been publicized, it is the policy makers and implementers are listed under the structures that are in direct contact with the parties involved in the proclamation. For this reason, it is appropriate to apply Top down Implementation to the policy.

To implement the law in accordance with the Negarit Gazette, the EFMHACA under our office are working in a hierarchical manner under both the federal and Regional governments. Sub-city The office had already organized a forum for discussions and consultations with Woreda offices to provide adequate training on the implementation. (KII 3)

Also EFMHACA and the institution Stakeholder discussion and public and media mobilization on illegal food and drug trafficking, tobacco and alcohol control and food mixing The Media Movement Forum will be held in various parts of the country from March 9, 2013 to April 18, 2021.

The program was conducted in Dessie, Jimma, Jijiga, Arbaminch and Addis Ababa City with the participation of stakeholders, religious leaders, elders, the judiciary, media bodies, youth and women organizations and regional and Woreda stakeholders. The main objective of the movement is to protect the health of the community by preventing the health and drug trade,

trafficking in medical equipment and beauty products, tobacco and alcohol control, and the mixing of food with foreign substances. To enable the existing media to play their part in gaining a common understanding and ownership. After a wide-ranging discussion on the illegal trade in food, trafficking, illegal inputs and trade in the country, the effects of tobacco and alcohol, the implementation of the Proclamation 1112/2019 and other tobacco control issues, the two sides agreed on a common direction.

Food and Medicine Administration Proclamation No. 1112/2019 Article 67/18, 19 and 26

67. Penalty

18. Any person who contravenes the provisions of this proclamation regarding prohibition or limitations on advertising, promotion, and sponsorship activities shall be punishable by imprisonment for not less than three months and a fine from birr thirty thousand to birr one hundred thousand.

19. Any person who prepares, publishes, transmits, or in any way participates in illegal or unauthorized advertisement or promotion as defined under this proclamation and other law issued to implement this proclamation shall be punishable by simple imprisonment not exceeding three years and with fine not less than Birr fifty thousand.

26. When any crime defined under this proclamation is committed by a legal entity, the court may as appropriate, may order the closure, suspension, or dissolving of the entity.

CHAPTER FIVE

5. CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

The aim of the concluding section of this chapter is to provide a summary of the key findings with respect to the research questions raised at the beginning of the study. The researcher using in-depth KIIs, document review, and observation, obtained significant findings to fulfill the aims of the study.

This research undertook a policy formulation actors and process to analyze the policy formulation process, the role and influence of actors in policy content, and the context in which the policies are formulated and implemented. The analysis primarily focused on alcohol advertising policies and strategic documents. The research, in addition to the policy approach, was guided by the theories and models derived from the literature review on alcohol advertising ban policy formulation and implementation to analyze the access to the policy process and level of influence enjoyed by key government and non-government actors; i.e. EPHI, EFMHACA, MoWCY, EBA, and MWECS. There was an effort to link findings with concepts discussed in the literature view and these are stated under concluding statements for the research questions.

The first question asked for alcohol advertising policy formulation. Is there are convincing reasons for the formulation of the alcohol policy? In the formulation stages, analysis of the process, context, actors' role, and the content showed that initiating a policy or revising one was influenced by the *context*, among other elements. Findings showed that government and non-governmental institutions as the major actors in the policy-making process. In this regard, Dye (2013) referenced in the literature review of this study, had stated that policy elites act only when there is an event that would threaten the political system but otherwise remain incremental. Grindle and Thomas (1989) also state that policy elites seek to maintain the hegemony of the state or regime.

Regarding the policy environment, findings show that the space is too narrow. The policy process is highly influenced and controlled by the government. The government is one of the actors in charge of the agenda-setting process and the items that end up on the agenda. According to the findings, it is listed that there were many processes and disputes to formulate and approve the policy. The identification of challenges faced by the alcohol companies as well as their various preparations and services, Includes institutions sponsored by alcohol producers.

The above discussion leads us to the second research question; could you explain the context, processes, and actors involved in the formulation of alcohol advertisement ban policy? According to the study, there have been people who have been complaining to the government for a long time about the unrestricted promotion of alcohol in Ethiopia and the posting of alcohol advertisements on the streets. However, findings show that the participation of key actors, especially the MWECS was a big role in the policy formulation process. In the formulation and revision stages including implementation stages, findings show that there are this research also identified that there are better conditions for planning and implementation. The government has paid close attention to its implementation, as well as its implementation review EFMHACA KII told us that the policy review across Ethiopia is effective and efficient.

Public policy is a purposive course of action followed by actors or sets of actors usually related with government on a problem or matters of public concern (Anderson, 2006; Popoola, Olufemi O. (2007)). Atelhe and Akande (2006) elucidated public policy to mean a course of action or a plan of actions, which is selected from among several alternatives by certain actors in response to certain problems. Once taken, it guides behavior, activities and practices and provides a framework for present and future decisions. Policies are formulated by certain actors to achieve certain goals and they consist of certain courses of actions to be taken in certain processes. Policy process encompasses an intricate series of smaller processes. Specifically, it entails formulation, implementation and evaluation. Consequent upon the intricacies involved, specific crucial actors play roles in the policymaking process.

Anderson (1990) classified the key actors in the policy-making process into two official and unofficial policymakers. The two categories of participants are involved in one way or the other

in the policy process, and they are crucial and influential in the sub-processes of policy initiation, choices, formulation, implementation and evaluation.

Policy communities reflect a policy process where organized groups and government actors play a key role in determining the path and result of public policies. A policy community also replies to the growing disintegration and complexity of the policy environment in a plural society. As the policy setting becomes intricate, a single center of power would face challenge of managing the whole process (Fischer et.al. 2007). The political institutions determine who are the key actors, the payoffs to the actors, the deliberation in which they interact and the level of their interaction. Furthermore, each policy field has its own features that can escalate or decrease those operation costs.

The third research question asked, could you describe the participation of your institution and explain in detail the mechanisms used for the alcohol advertisement ban in the Ethiopia formulation and implementation process? Key findings based on a review of alcohol advertising policy, It is well documented that all the institutions listed in the study have played their part in the alcohol advertising ban policy. In particular, MoWCY has played a key role in educating the House of Representatives on the issue of child abuse. In terms of policy implementation, it is well documented that the proclamation was approved by the EFMHACA. All institutions stated that they have made great efforts to formulate and implement the policy through their organization.

The findings of this research have revealed the limitations on the side of the advertisement for internet is describes. According to provide the question to the EFMHACA Institute, what is the main reason why it is not possible to control alcohol advertisements on the internet right now? He said the response to the Alcohol Advertising and Description Control Guide 41/2019, which included only television and radio in the definition of what broadcasting, had been promoted by other media outlets.

Another issue this study has uncovered is the issue of autonomy in formulation and implementation processes. Findings indicate that there is a *bottom up approach* of formulation

and top down approach for implementation process. This was evident in the processes at federal and city government level and between the state and EFMHACA the hierarchy. The findings indicated that regional government observes that it will implement the policy in accordance with the implementation instructions it receives from the Federal Headquarters and will immediately report any implementation problems.

In conclusion, the government's response to the policy, although it is said to be economically detrimental to the policy's implementation, shows the extent to which the government's commitment and commitment is aware of the impact the ban will have on future generations. This is a matter of morality and capacity to come up with a new policy that will reach the House of Peoples' Representatives, even if there are issues that may concern the public at this stage tomorrow.

5.2 Recommendations for policy

Legal frameworks must be established to support the institutionalization of independent For women and children association, youth and sports federations and to stipulate their mode of engagement in policy formulation and implementation at various levels of administration

- A legal framework for the establishment of Standing coordinating mechanisms composed of various stakeholders working on alcohol issues to coordinate activities, monitor and evaluate progress of the at all levels of government and NGOs.
- An increase in the mandate of sub regional and local government structures such as Sub-cities and Woredas to formulate sub regional policies and frameworks to increase inclusivity, ownership, and success in achieving policy and constitutional goals of democratic engagement of citizens in matters that concern them.
- A policy research institute focusing on alcohol must be established to aide in evidence based policy formulation and implementation jointly headed by the government, academia, non-government associations and other relevant stakeholders

5.3 Recommendations for further research

This study has made an attempt to contribute to the limited body of knowledge in the area of alcohol advertising ban policy formulation and implementation in Ethiopia and in particular the participation of organized many institutions. Further research could also include examine the

assessment of the policy formulation and implementation for alcohol advertising ban on the Ethiopia in general, investigate their experiences in the policy process, actors and mechanisms for their participation, policy process.

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Appendix A

Informed Agreement Form



My name is Tesfalem Geremew Tadesse. I am a Master's Program Student studying at Addis Ababa University department of public administration and development management. The title of my research is: Assessment of policy formulation and its implementation to control alcohol advertising ban in Ethiopia.

The aim of the study is to analyze the formulation and implementation processes of the alcohol advertising ban and the study will indicate the process to follow when other policies are issued.

I am interested in interviewing you on your experiences and observations on the subject matter. The information will be kept confidential and anonymous, that is; names will not be used. Your contribution will be used for academic purposes.

First I would like to express your genuine gratefulness for the positive cooperation. Participation in this interview is voluntary and you can withdraw from this interview anytime. Kindly sign the consent form below if you have clearly understood the explanation given to you by the researcher on your voluntary participation and the purposes of the research.

Signature: _____ Date: _____

Appendix B

1. Background respondent Information

Dear respondents, please label a characteristic that correspondent to your background data by using “√” mark.

1.1 **Educational qualification:** Diploma Degree Masters PhD

Other:-_____

1.2 **Current Job Position in the institution:**_____

1.2.1 **Your department:**_____

1.3 Work Experience in number of years:

Up to 3 years

3-9 years

above 9 years

Appendix C

Interview guide 1

Target group: Heads of Directors, senior officers at the Ethiopian public health institute (EPHI)

I. Alcohol Advertisement policy

A) Formulation of the Alcohol Advertisement policy

1. Is there are convincing reasons for the formulation of the alcohol policy?
2. Is there have been previous studies on alcohol or alcohol advertising in your institute?
3. Could you explain the context, processes and actors involved in the formulation of alcohol advertisement ban policy? Can you also explain your role in the process?
4. Could you describe the participation of the Ethiopian public health institute and explain in detail the mechanisms used for the alcohol advertisement ban in the Ethiopia formulation process?
5. Were there any challenges the government and also the alcohol companies faced in the formulation process with regards to their involvement and the process and content in general?

Appendix D

Interview guide 2

Target group: Heads of Directors, senior officers at the Food, Medicine and Health Care Administration and Control Authority of Ethiopia (EFMHACA)

I. Alcohol Advertisement policy

A) Implementation of the Alcohol Advertisement policy

1. What is the main reason why this institution is controlling implementing the alcohol Advertising ban Proclamation?
2. What was the implementation of the previous proclamation (advertisement proclamation No. 759/2012) for the alcohol advertisement ban in your institution?
3. Could you explain the context, processes and actors involved in the implementation of alcohol advertisement ban policy (Food and Medicine Administration Proclamation No. 1112/2019)? Can you also explain your role in the implementation process?
4. What was the role of the institution in the implementation process, i.e. formulation of action plans, program development, coordination etc.? What were the mechanisms/structures available for their participation?
5. Can you explain any challenges that you observed in the implementation process for alcohol advertisement ban (Proclamation 1112/2019)?

Appendix E

Interview guide 3

Target group: Heads of Directors, senior officers at the Food, Medicine and Health Care Administration and Control Authority of Ethiopia (EFMHACA)

I. Alcohol Advertisement policy

A) Implementation of the Alcohol Advertisement policy

1. What is the main reason why it is not possible to control alcohol advertisements on the internet right now?

2. What is the assessment of the implementation process of the proclamation in your office?

3. Is there an implementation action is taken against alcohol producers found violating the proclamation?

Appendix F

Interview guide 4

Target group: officers/representatives at the Ministry of women, children and Youth Ethiopia (MoWCY)

I. Alcohol Advertisement policy

A) Formulation of the Alcohol Advertisement policy

1. Is there are convincing reasons for the formulation of the alcohol policy in your institution?
2. Could you explain the context, processes and actors involved in the formulation of alcohol advertisement ban policy? Can you also explain your role in the process?
3. What are the targeted populations for the formulation of the alcohol advertising ban policy in Ethiopia?
4. Could you describe the participation of the MoWCY and explain in detail the mechanisms the formulation of alcohol advertising ban policy in Ethiopia?

Appendix G

Interview guide 5

Target group: Heads of Directors, senior officers at the Mathiwos Wondu Ethiopian Cancer Society (MWECS)

I. Alcohol Advertisement policy

A) Formulation of the Alcohol Advertisement policy

1. What is the real reason for your institution prompted this proclamation?
2. What contribution has your institution made to the ban on alcohol advertising?
3. What steps did your institution take to announce the Alcohol Advertising Proclamation?
4. Can you explain the partnership between other governmental and non-governmental organizations that worked together for the success of the proclamation?

Appendix H

Interview guide 6

Target group: Heads of Directors, senior officers at the Ethiopia Broadcast Authority (EBA)

I. Alcohol Advertisement policy

A) Implementation of the Alcohol Advertisement policy

1. What is the implementation and control of your company following the Alcohol Advertising Prohibition Proclamation?
2. Following the previous proclamation (proclamation on broadcasting service 533/2007) and the other proclamation (food and medicine administration proclamation 1112/2019) what work has been done to reconcile the two proclamations?
3. What kind of legal and regulatory guidelines have your institution developed to implement the proclamation as a matter of responsibility?

አባሪ ሀ

የተጠያቂዎች የስምምነት ቅጽ



እኔ ስሜ ተስፋዓለም ገረመው የተባዘኩ በአዲስ አበባ ዩኒቨርሲቲ በፕብሊክ ኢኮኖሚና ስብሰባና ምርምር ኮሌጅ ስምምነት ማናጅመንት ዲፓርትመንት ስር የማስተርስ ተማሪ ስሆን በአስኮስ ማስታወቂያ አዋጅ ቀረዳና አተገባበር ዙፊያ የሚያጠነጥን ጥናት ስመሥራት ይህንን ርዕስ መርጫሰቤ (Assessment of policy formulation and its implementation to control alcohol advertising ban in Ethiopia)

የጥናቴም ዋነኛ ስላማ በኢትዮጵያ የታወጀው የአስኮስ ማስታወቂያ አገዳን በሚመለከት የአዋጅን አቀራረብ (formulation) ሒደት እና አተገባበር በሚመለከት ምን እንደሚመለከት ተንትኖ ማብራራት ነው። እኔም ስዚህ ጥናት መሳካትና ስጥናቴም በቂ መረጃ ስማግኘት እንዲሁም ካሰብኩት የሥራ ኃላፊነትና ከስራዎቼ አንዳንድ ደረጃዎች ላይ መርጠጥዎቻለሁ። የጥናቴም መጠይቆች በሙሉ የእርሶ ስም ሳይጠቀስ በጥንቃቄና በሚስጥር የሚያዝ መሆኑን ከወዲሁ ስማሳወቅ እወዳለሁ።

ስሚያደርጉልኝ ቀና ትብብርና ስመጠይቁ ዝግጁ ሆነው በመገኘትም ጭምር በቅድሚያ ሳቅ ያስ ምስጋናዬን እያቀረብኩኝ ይህንን ቃስ መጠይቅ ባሻጥት ጊዜ የሙተውና የመሰረዝ መብት የተጠበቀ መሆኑን እየገለጽኩኝ ስለ ቃስመጠይቁ ፍቃድኝን ስመገለጽ ክስር በሚመለከተው ቦታ ሳይ ደረጃውልኝ ዘንድ በማክበር እጠይቃለሁ።

ፊርማ: _____ ቀን: _____

ስባሪ ሰ

1. የመሳሾች ቀድመ-ሁኔታ መረጃ

ውድ ምሳሌ ስጦታዎች ፣ ስባክምን የ “√” ምስክትን በመጠቀም ክታች ስተዘረዘሩት መጠይቆች ምሳሌን ይስጡ።

1.1 የትምህርት ሁኔታ: ዲፕሎማ ዲግሪ ማስተርስ ዶ/ር

1.2 በመስሪያቤቱ ውስጥ ያሉት የስራ ድርሻ: _____

1.2.1 የሥራ ክፍል ድርሻ (ዲፕሎማት/ደብዳቤ): _____

1.3 በመስሪያቤቱ ውስጥ ያሉት የስራ ስምድ በዓመት

ስስክ 3 ዓመት

ከ3-9 ዓመት

ከ9 ዓመት በላይ

ስባሪ ሐ

ቃስ መጠይቅ 1

የአትኩሮት ቦታ፡ በኢትዮጵያ ኅብረተሰብ ጤና ሲንከቲቲዎች ሰሚንና ሰዳደራዊት ሮቶና ብቁ ባለሙያዎች

I. የአስኮል ማስታወቂያ ፖሊሲ

II) የአስኮል ማስታወቂያ ፖሊሲ አቀራረብ

1. በመስሪያቤታችሁ የአስኮል ማስታወቂያ እንዲሁ ስለሚሰጡት ሁኔታዎች ምክንያት የሆነው ጉዳይ ምንድን ነው?
2. በመስሪያቤታችሁ ውስጥ በአስኮል ወይም በአስኮል ማስታወቂያ ዙሪያ የተጠና ጥናት አለ?
3. የአስኮል ማስታወቂያ ስለሚሰጡት በተመለከተ የተሳተፉ ባለድርሻ አካላትን እንዲሁም ሂደቱን በሚመለከት ሲያብራሩልኝ ይችላሉ? የአስኮል ድርሻ በሐይቱ ላይ ምን ያመስል እንደሚሰጠው ለገልጹልኝ?
4. መስሪያቤታችሁ የኢትዮጵያ ማኅበረሰብ ጤና ሲንከቲቲዎች ሰሚን ማስታወቂያ ስለሚሰጡት ያደረጉ ተሳትፎ ሰጪ ሰዎች መካከዎቻችን ከመዘርጋት እንዳይሆኑ ምን ያመስል እንደሚሰጠው ለገልጹልኝ?
5. የአስኮል ማስታወቂያ ስለሚሰጡት በምታስናዱበት ጊዜ ከመንግስትም ሆነ ከሌላ አካላት ያጋጠማችሁ ውጣውረድ ካለ ለገልጹልኝ?

አባሪ መ

ቃሰ መጠደቅ 2

የአትኩሮት ቦታ: በኢትዮጵያ ምግብና መድኃኒት ቁጥጥር ባስከሰጠን መስሪያ ቤት ሰሚንና ዳደሪክተሮችና ብቁ ባሰሙዎቻች

I. የአስከፊ ማስታወቂያ ፖሊሲ

ሀ) የአስከፊ ማስታወቂያ ፖሊሲ አተገባበር

1. መስሪያቤታችሁ ደህንን የአስከፊ ማስታወቂያ ፖሊሲ አተገባበር እንዲቆጣጠር የተደረገበት ዋነኛ ምክንያት ምንድን ነው?
2. ከዚህ ቀደም በነበረው አዋጅ ዙሪያ መስሪያ ቤታችሁ ምን አደንቲ የተገበሩ እርምጃዎች ነበሩት (የማስታወቂያ አዋጅ ቁጥር 759/2012)?
3. አዲሱን የአስከፊ ማስታወቂያ አዋጅን ማስተገበር በተመለከተ የተሳተፉ ባለድርሻ አካላትን እንዲሁም ሂደቱን በሚመለከት ሲያብራሩልኝ ይችላሉ? የአድራሻ ድርሻ በሒደቱ ሳይ ምን ደመሰሰ እንደነበር ቢገልጹልኝ?
4. የማስታወቂያ አዋጁን ከማስተገበር አንዳር የመስሪያቤታችሁ ሚና ምን ደመሰሰ ነበር ማሰትም ትገበራዎ እቅድ ከማዘጋጀት አንዳር ነገራም ከመመደብና በጋራ ከመስራት አንዳር እንዲሁም የወሰዳችኋቸው መካኒዥሞች ካሉ ቢያብራሩልኝ?
5. በማስታወቂያ አዋጁ አተገባበር ዙሪያ ያጋጠሙ ችግሮችና ውጣ ውረዳች ይኖራሉ?

አባሪ ሠ

ቃሰ ሠጠደቅ 3

የአትኩሮት ቦታ: በኢትዮጵያ ምግብና ሠድታኒት ቁጥጥር ባስሰጠን ሠስሪዎ ቤት ሰሚገኙ የሕገ ክፍል ዳደሪከተሮችና ብቁ ባሰሠዎዎች

I. የአሰኮሰ ሠስታሠቂዎ ገሲሲ

ሀ) የአሰኮሰ ሠስታሠቂዎ ገሲሲ አተገባበር

1. አሁን ሳደ በኢንተርኔት ሠራብ አሠካኝነት የሚተሳሰፍትን የአሰኮሰ ሠስታሠቂዎችን ሠቅጣጠር ያስተቻሰበት ሁነኛ ምክንያት ምንድን ነው?

2. በሠስሪዎ ቤታቸሁ የአዋጁን አተገባበር ሒደት በሚሠሰኩት ግምገማው ምን ደሠሰሳሰ?

3. አዋጁን ተሳሰራው በተገኙ የአሰኮሰ አምራቾች ሳደ የተሠሰደ ከርምጃ አሰ?

4. ከዚህ በኋላስ አዋጁን ተሳሰራው በሚገኙ አካሳት ሳደ ሲሠሰድ የሚችሰ ርምጃ ምን ሲሆን ደቸሳሰ?

ስባሪ ረ

ቃሰ መጠደቅ 4

የአትኩፎት ቦታ: በኢትዮጵያ ሴቶች ሕዳናትና ወጣቶች ብቁ ባሰሙዎቻችን ስራዎች / የስራ ስራ ተወካዮች

I. የአስከፊ ማስታወቂያ ገሰሰ

II) የአስከፊ ማስታወቂያ ገሰሰ ስቀራረድ

1. በመስሪያቤታችሁ የአስከፊ ማስታወቂያ ስገዳ አዋጁን ለማሳወጅ ሁነኛ ምክንያት የሆነው ጉዳይ ምንድን ነው?
2. የአስከፊ ማስታወቂያ አዋጁን በተመለከተ የተሳተፉ ባለድርሻ አካላትን ስንዲሁም ሂደቱን በሚመለከት ሲያብራሩልኝ ይቻላል? የስራ ስራ ድርሻ በሒደቱ ላይ ምን ደመሰሰ ስንደነበር ቢገልጹልኝ?
3. በኢትዮጵያ የአስከፊ ማስታወቂያ ስገዳ አዋጁን ለማወጅ ከመስሪያቤታችሁ የሥራ ድርሻ አንዳንድ ተኩረት ያደረጋችሁበት የማግበረሰብ አካላት አሉ?
4. የአስከፊ ማስታወቂያ አዋጁን ለመቀረፍ መስሪያቤታችሁ ያደረገው አስተዋጽኦ ስዩ ስዩ መካኒሽሎችን በመጠቀም ረገድ ምን ነበር?

አባሪ ሰ

ቃሰ መጠደቅ 5

የአትኩሮት ቦታ፡ ሰማቴዎስ ወንዱ የኢትዮጵያ ካንሰር ሶሳይቲ ሰዳደራክተሮችና ብቁ ባሰሙዎዎች

I. የአሰኮሰ ማስታወቂያ ፖሊሲ

ሀ) የአሰኮሰ ማስታወቂያ ፖሊሲ አቀራረብ

1. በመስሪያቤታችሁ የአሰኮሰ ማስታወቂያ እገዳ አዋጁን ሰማሳወጅ ሁነኛ ምክንያት የሆነው ጉዳይ ምንድን ነው?
2. የአሰኮሰ ማስታወቂያ አዋጁን በተመሰከተ የተሳተፈ ባሰደሮሻ አካላትን እንዲሁም ሂደቱን በሚመሰክት ሲያብራሩልኝ ይችላሉ?
3. የአሰኮሰ ማስታወቂያ አዋጁን ሰማሳወጅ መስሪያቤታችሁ ምን አደንቲ ሒደቶችን ተገዟል?
4. ሰአሰኮሰ ማስታወቂያ አዋጁ መሳካት ከመንግስትም ደሁን መንግስታዊ ካልሆኑ ድርጅቶች ጋር በጋራ የሠራችሁበት መስሪያ ቤት አለ?

አባሪ ሸ

ቃሰ መጠይቅ 6

የአትኩፎት ቦታ፡ ሰኢትዮጵያ ብሮድካስት ባስሰሰሰሰሰሰ ሰዳዴፎክተሮችና ብቁ ባሰሙዎዎች

I. የአሰሰሰሰ ማስታወቂያ ፖሊሲ

II) የአሰሰሰሰ ማስታወቂያ ፖሊሲ አተገባበር

1. በመስሪያ ቤታችሁ የአሰሰሰሰ ማስታወቂያ አገዳውን በሚመሰክት አተገባበር ሳይ እየሠራችሁት ያሰው ስራ ምን ይመስላል?
2. በብሮድካስት አገልግሎት አዋጅ ቁጥር 533/2007 የወጣውን የአሰሰሰሰ ማስታወቂያ አዋጅና አዲሱን በምግብ መድኃኒትና ቁጥጥር ባስሰሰሰሰ የወጣውን አዋጅ ቁጥር 1112/2019 ሰማጣጣም ምን ዓይነት ሥራዎች ተሠርተዋል?
3. መስሪያቤታችሁ አዋጁን በሚመሰክት ከተሰጠው ኃላፊነት አንዳር ሰማስተገበር ያመቸው ዘንድ ምን ዓይነት ስጋዊ የመተዳደሪያ ደንብና መመሪያ አዘጋጅታችኋል?